

# THE Publishers' Weekly

*The American* BOOK TRADE JOURNAL

62 West 45th Street, New York

VOL. CXXI

NEW YORK, APRIL 2, 1932

No. 14

## RUDYARD KIPLING



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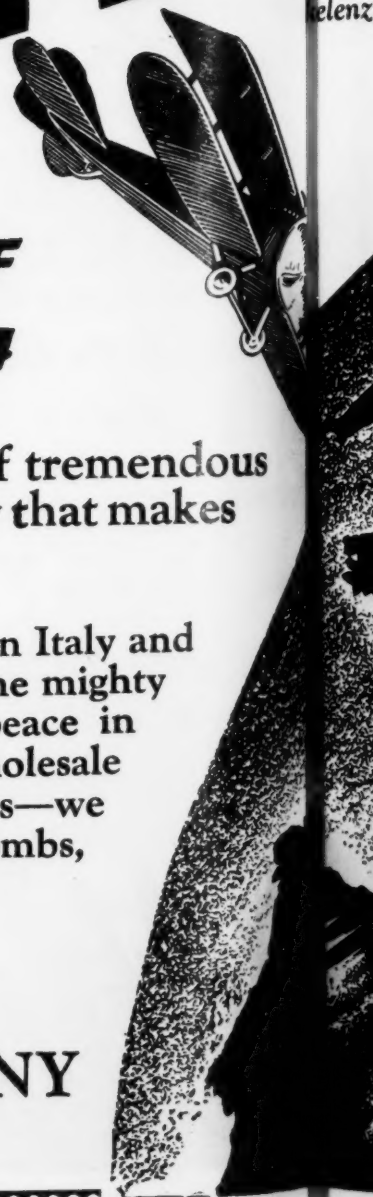
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Taking this situation as your theme write us the shortest possible dialogue or monologue and we will award five prizes for those that seems to us best guaranteed to sell this eminently saleable book. Try your talk out on various customers and see how effective it is before you send it in. The prizes will be First Prize—\$50.00; Second Prize—\$25.00; Third Prize—\$15.00; Fourth Prize—\$5.00; Fifth Prize—\$5.00.

**RULES:** Contributions will be judged both on strength of selling talk and brevity of selling talk, so make them as effective and as brief as possible. Send in your talk written on a sheet of plain foolscap paper with your name and the name of your store written at the top. This contest is open only to booksellers.

All contributions in order to be eligible must be in the mail by April 15th.

Contributions should be addressed to KAMONGO CONTEST EDITORS, care of The Viking Press, 18 East 48th Street, New York.

*\*Selected by The Book-of-the-Month Club for April. Published April 1. \$2.00*





*Announcing*

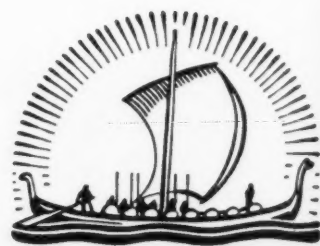
*The*

**F**OR many years—in fact from 1896 until shortly before his death—Arnold Bennett kept a journal of the outstanding incidents of his life. The original journals numbered over a million words. From these a most careful selection has been made.\* The published work will consist of three independent volumes. The first volume, announced herewith, will appear on May 20th. Future volumes will be issued at intervals of not more than six months.

*Coming May 20th . . . \$4.00*

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\*The American edition contains over 100 passages deleted from the English edition, while other passages less interesting to American readers have been omitted.

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Thousands of readers will revel in these personal glimpses of Bennett himself, of Shaw, Galsworthy, Kipling, Mary Garden, William Rothenstein, Frank Harris and countless other named and nameless characters who are touched into life by his vivid pen-portraits.

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*A few extracts  
chosen at random  
from the JOURNAL*

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*Saturday, Oct. 22, 1898:*

This is my idea of fame: At an entertainment on board H.M.S. *Majestic*, Rudyard Kipling, one of the guests, read *Soldier and Sailor Too* and was encored. He then read *The Flag of England*. At the conclusion a body of subalterns swept him off the stage and chaired him round the quarterdeck, while "For he's a jolly good fellow" was played by the massed bands of the Fleet and sung by 200 officers assembled.

*Thursday, March 9, 1905:*

I dined at the Chat Blanc. Aleister Crowley was there with dirty hands, immense rings, presumably dyed hair, a fancy waistcoat, a fur coat, and tennis shoes. Stanlaws was saying that the indecency of the Moulin Rouge, etc., "wasn't 30 cents" by the side of Coney Island. I had heard this before. He described the rag-dance, which used to be danced everywhere but was lately forbidden by the police. It appears to be a combination of a waltz and the *danse du ventre*. He described a number of other Coney Island contrivances for the exhibition of women's legs and underclothes.

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During the Boer War, Frank Harris was at a London party and began to talk about the sufferings of the Boers in such a manner that the entire party, including the General returned from South Africa, and anti-Boers to a man, was literally reduced to tears. Finally he burst into tears himself, jumped up, and left the house.

*Friday, Jan. 24, 1908:*

Lunch at G. B. Shaw's yesterday. Mrs. Shaw a very agreeable, sympathetic, and earnest woman. She looked just like the mother of a large family. Shaw came in just as lunch was served. Naturally self-conscious and egotistic; but he evidently made a decent effort against this.

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# The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, APRIL 2, 1932

## Hard Times for Poets

Isidor Schneider

*of the Macaulay Co., and author of "Dr. Transit" and "The Temptation of Anthony and Other Poems."*

THE POET HAS been accustomed to hard times in a financial sense, for a long, long period. The hard times from which he now suffers most is psychological, the result of his reduced audience and his declined prestige. He has been willing to contribute to magazines without pay, to expect no earnings from his books, even to pay out of his own pocket for their publication. But it is much harder to endure silence and indifference.

Few have been victimized so much by the materialism of our age as the poet. He has been looked upon as an ineffective and non-paying member of society. Superficially, poetry, not being an article of use, has suffered from the challenging utilitarianism of our time. The utilitarians, however, have not been consistent in their doctrine of use-value. They have promoted an immense number of mechanical knick-knacks which it would be hard to defend on the score of strict utility. They have, so to speak, taken most of their poetry in the form of steel, aluminum, bakelite, compressed rubber and cellophane instead of in melody, rhythm and metaphor. It is questionable whether they have profited by the substitution.

Two of the outstanding adversaries of poetry, from the material point of view, are H. L. Mencken and Oswald Spengler. Mencken has attacked pretension wherever he has found it, but too often he has found it where it does not exist. I remember a review he wrote on a book about the Chinese. It ranks among the the most ignor-

ant reviews I have ever read. Forgetting, or perhaps not knowing, that the Orient contains many races and many different ways of living and thinking, he equated the entire East with mysticism and attacked the Chinese, who happen to be a particularly hardheaded and practical people, as a race with mystical pretensions.

With similar ignorance he has dismissed all poetry in a single ridiculous generalization. Poetry, he says, is the literature of adolescence, and ends with adolescence, intimating that a poet past his twenties is a contradiction in terms. No doubt the first and only poetry ever written by most people is composed in adolescence. I understand that Mr. Mencken has had a similar brief career as a poet, and that he has been at considerable pains to suppress a volume of truly adolescent poetry that he had the temerity to publish in his callow youth. The whole history of literature is a refutation of his charge. The young poets in the history of literature are those who died young. The single case of a poet who gave up poetry after his adolescence was Rimbaud; but he gave up civilization altogether, and went to live among Negro tribes and Arab traders in North Africa. The three outstanding American poets today are two men and a woman well beyond youth. The most impressive of the so-called younger poets are men and women in their thirties. The greatest intellectual achievement of the Middle Ages is by universal agreement to be found in the masterpiece written in the

old age of one of the greatest of world poets—Dante; and perhaps the most brilliant thinker of his time, and one of its leading scientists happened to have been the old poet Goethe. But there is no need to pile up examples. The history of civilization is a continuous example.

Spengler's idea of human cultures as a vast social organism, which passes through a cycle of birth, youth, adulthood, old-age and death, is ironically enough a vast poetic metaphor. It is reasoned subtly, brilliantly and learnedly. Even if his metaphor were a true one, and there are many reasons for questioning it, the place and functions he assigns to poetry in the history of culture is misjudged. Spengler apparently believes with Mencken that poetry is an adolescent phenomenon. The great ages of poetry he places in the youth of a culture, and since our cultural age, by his calculations, is full maturity, there is no place for poetry in it. But if the analogy to the human organism is carried out, the fact remains that adults both write poetry and read it. In fact many first become readers of poetry in their maturity. If, furthermore, instead of the analogy with a human organism we take Spengler's other analogy of the four seasons, there is no reason to believe that summer, autumn, and winter are less poetic seasons from any viewpoint than spring. Kenneth Burke's recent book "Counter-Statement" offers in the chapter entitled "The Status of Art" keen and logical replies to the contentions of Spengler and other materialists.

The utilitarians have been so persuasive that not a few poets have been driven into a defensive or despairing state of mind; and one, at least, has become an apostate. Max Eastman, who once wrote "The Enjoyment of Poetry," practically tells us, in his new book, that the best of modern poetry cannot be enjoyed. According to him poetry as a vehicle of thought is so inferior to science, that poetry should not attempt to express any intelligent awareness of life but should confine itself to lyrical outbursts of emotion. But the world would be quickly bored with a poetry so limited, and most poets would have to be traitors to their own gifts so to limit themselves. Science itself has a poetic aura of speculation without which it could not long sustain itself; and psychologists have frequently gone to

Shakespeare and other poets for anticipations and pithy phrasings of their concepts. And as, in the past, poetry was of enormous value in naturalizing political and social ideals into our consciousness so poetry will have a great part in naturalizing scientific truths in human consciousness.

Right or wrong, materialistic doctrines have contributed a great deal to the diminution of the poets' influence and prestige. Unfortunately the modern poet himself has contributed to it, by his choice of an unambitious and superficially unimpressive form. By his use of the lyric form he has almost confirmed the materialist's portrait of him as a producer of trifles. Magazine and newspaper editors have welcomed the lyric because it provided them with convenient and elegant fillers and they have come to think of poetry as a subsidiary literary form. On the part of poets themselves this induced an unwillingness to undertake large and ambitious ventures. It made them concerned with perfection in a small space, and fixed their interest on form rather than on content. Now speculations in technique are interesting to the professional but not to his clients, who will shrug their shoulders and desert.

Another difficulty is that the short form does not so easily impress the reader with the poet's individuality as does a large and ambitious form. The substantial sale of anthologies is an indication that poetry is still widely read, but it is an indication that the public is not interested in the poets they read as individual poets. The lyric does not give the poet dimension enough to impress himself on the reader. The same condition exists in prose narrative. A novelist who has tens of thousands of readers for his novels does well in most cases when he has a sale of several thousands for a collection of short stories. Hemingway's "In Our Time," by some considered his best book, was a failure when it was first published.

Looking over the last ten or fifteen years of American poetry we find that the great reputations have been made chiefly by poets who have given up the lyric form, and turned to the narrative or to the philosophical form. Edgar Lee Masters, when he produced a series of brief autobiographies in his "Spoon River Anthology" swept the country. Vachel Lindsay wrote what we

might call long public orations in poetry and had a fine sale for his volumes. Edwin Arlington Robinson came into his own only after his long narrative poems appeared. T. E. Eliot's "Wasteland" has, in some ways, been one of the most important philosophical documents of our time. Robinson Jeffers, after years of obscurity as a writer of lyrics, established himself securely with his magnificent narratives. Robert Frost's great recognition came with the narratives in his New Hampshire volume. Stephen Benét surprised the literary world with a best seller when he published "John Brown's Body." Hart Crane's "White Buildings" won him prestige but his long poem, "The Bridge," made it nationwide. Conrad Aiken's reputation has been established chiefly by his use of long philosophical forms. If Edna St. Vincent Millay appears to be an exception, it may be because her early identification with the insurgent group first established her individuality. Fine poets in the smaller forms, poets like Alfred Kreyenborg and Wallace Stevens, to mention only a few names that occur to my mind at the moment, have not found the wide public they deserve, or have lost a wide public that they had at first, because literary stature has to some extent gone with the stature of the forms used. It is unfortunate but I think it is true.

In writing down the above list I realize that poetry is not in so bad a state as I felt it to be at the outset of my article. Certainly the poets I have named compare well in honor and influence with our prose writers. Several of them will, I am confi-

dent, take rank as classics in our literature. And they are widely read even if only in anthologies.

I have no direct suggestions to offer to increase the present small sale of poetry beyond urging on poets the use of longer and more ambitious forms than the lyric. Virtually all of the great poets of our literature from Chaucer on, wrote long narratives, satires, or philosophical poems and interested their contemporaries by their challenging and impressive forms.

In the long view the prospect is not discouraging. The influence of H. L. Mencken is passing. He is now understood in his true function as a sociological critic who did his work through reviews of literature rather than as a literary critic per se. Recently he has turned his attention to scientific books. And Spengler's influence is being broken by able refutations.

A new audience for American poetry is being prepared in the colleges and for this audience there is now finer and more abundant material for its preparation than there was before. My generation, when at school, found American poetry to be negligible both in the number and quality of the poets who had passed historically into our literature. Since our time Whitman and Emily Dickinson have been rediscovered; and a rich and vigorous accretion of American poetry has been added. The present generation at school has therefore a body of American poetry as its heritage that it can be proud of; and that pride is creating respect for the living continuity of American poetry.

*While it appears that the general bookstore has a difficult time selling poetry now, there is one outlet that continues to find a good market. In the issue of March 7, 1931, Marion E. Dodd of the Hampshire Bookshop, Northampton, Mass. in an article on "The College World and Poetry" pointed out that verse was still bought by college students. At Wellesley, too, the sale of poetry sometimes reaches as much as \$500 a month. While the moderns are most in demand, there is also a constant sale for Keats and Shelley in college shops and anthologies are always popular.*



# Radio Lectures on Government

*Committee on Civic Education by Radio Announces New Series of Lectures on Subjects of Current Political Interest*

CIVICS AND GOVERNMENT will be the subject of a series of radio lectures to be broadcast on Tuesday evenings, from 8:00 to 8:30, beginning April 5th, under the auspices of the Committee on Civic Education by Radio, appointed by the National Advisory Council on Radio in Education in cooperation with The American Political Science Association. The series will be broadcast over a nation-wide network of stations of the National Broadcasting Company. The Chairman of the Committee on Civic Education is Thomas H. Reed, Professor of Political Science, University of Michigan.

The purpose of the lectures is to present careful, timely statements on subjects of current political interest. During the months of April and May these programs will be conducted jointly by the Committee on Civic Education by Radio and the National League of Women Voters. The introductory program will include an address by John Finley, associate editor, *New York Times*, and by Thomas H. Reed, who will speak on "The Citizen and His Government." William Bennett Munro will give the next two lectures, April 12th and April 19th, on "The Significance of the Coming National Elections" and "The Significance of Our State and Local Elections." "Primaries and the Machinery of Their Operation," the fourth lecture, will be given by Charles E. Merriam.

"The Party and the Issues" will be discussed on May 3rd by Arthur Krock of the *New York Times* and Julian Mason of the *New York Evening Post*, interrogated by Ruth Morgan, Vice-President, National League of Women Voters. Stuart Chase will follow this discussion with a lecture on May 10th on "The Campaign and Economic Planning." Charles A. Beard will give the next two lectures on "Issues of Foreign Policy" and "Issues of Domestic Policy." On May 31st, Arthur N. Holcombe will speak on "Why We Have Local Parties,"

The lectures for June 7th and June 14th will be given by Edward M. Sait on "Existing Party Alignment" and "The Party Convention—Its History, Organization and Work." On June 21st and July 5th William Hard and other representatives of the press will discuss the results of the Republican and Democratic national conventions. The lecture on June 28th will be given by John Dewey on "The Place of Minor Parties in the American Scene and Their Relation to the Present Situation."

A special manual has been prepared for teachers which may be obtained free of charge from the National Advisory Council on Radio in Education, 60 East 42nd Street, New York, N. Y. Printed programs for distribution in quantity to students may also be obtained free from the same source. A Listener's Handbook for the series has been written especially for the listener who wishes to read and study further about the subjects discussed by the various lecturers. The Handbook, as well as copies of the individual lectures, will be distributed at cost by the University of Chicago Press.

A complete bibliography covering subjects touched in the lectures is included in both the teacher's manual and the handbook. This bibliography is divided into the following sections:

- (1) The Significance of the Coming National, State and Local Elections
  - (a) American Government in General
  - (b) State and Local Government
- (2) Parties and Primaries
  - (a) Parties
  - (b) Primaries
- (3) Domestic Issues
  - (a) Industrial Stabilization
  - (b) Agricultural Stabilization
  - (c) Public Utility Control
- (4) International Issues
  - (a) The Background
  - (b) The World Court
  - (c) Armaments
  - (d) War Debts and Reparations
  - (e) The Far East

# What About Dollar Reprints?

*A communication from Edward L. Smith of D. Appleton & Co. opening the question of whether or not reprints affect backlists, which was printed in the March 5th issue, has precipitated a great amount of discussion. In the issues of March 19th and 26th, John Macrae, Jr., and W. W. Norton upheld the point of view that reprints of non-fiction did definitely affect the sale of backlists. The Publishers' Weekly has written to a number of booksellers inviting their opinions on the subject, and reprints here three answers in which dollar reprints are upheld. Other letters on both sides of the question will be printed from time to time, and further discussion from both publishers and booksellers is invited. It seems to be generally agreed that the observance of the two-year restriction made by the Joint Committee last year has been of definite value. A point which is brought up in many of the communications from booksellers is that books are generally priced too high, and that the problem of reprints might not be so urgent if book buyers were made to feel that they were getting their money's worth in higher priced books.*

## I

C. K. Jackson

*Book Department—The Burrows Brothers Co.*

WE HAVE never lost a dollar on the dollar books. I don't believe the dollar books have affected the sale of higher priced non-fiction.

I disagree with the conclusions Mr. Norton draws in his letter in the March 19th issue of *Publishers' Weekly* and that in spite of the fact that I have heard in our store, "When will that book be out in the dollar edition?" We hear it said by the same people who last Christmas picked up a newly published best seller with the question, "Will this be in your January sale?" Nine-tenths of them wouldn't buy the book at the regular price if there were neither dollar books nor clearance sales.

If a book is what the public wants, it will sell, without question, at its initial price. After all, books are bought for title and content, not by price alone.

We do agree with Mr. Norton that it is well to stress "(a) that some books never appear as reprints at all, and (b) that those which do . . . are not to appear until two years after publication." It is this two years clause which makes dollar books non-competitors of higher-priced books.

Two years is far beyond the life of most

books. Those few on which there is a lively demand at the regular price after two years are not put into the dollar series by wise publishers. (Most publishers are wise in such cases.) Let us illustrate the usual sale with "Grandmother Brown's Hundred Years." We feel we got our full share of orders for this book at its regular price. But several months before the book came out at one dollar we had ceased to have calls for it. Now we are again selling it every day.

Few books would be carried as standard stock two years after publication if there were no dollar books. With the number of new books that are being published each year, standard stock items are almost a thing of the past. The bookseller can't make enough out of standard stock items. How can the publisher expect the bookseller to feature in the front of his store stock which turns perhaps once a year, when a dollar book table will turn twenty to twenty-five times in a year?

With the dollar book the bookseller has at last found a leader which is a profitable item for him to sell. He can use it to make a plus sale to his \$5.00 buyer. He can

trade up the dollar customer and sell him a more expensive book. He can bring to his store people who never before bought books.

His dollar books do not lessen his sale of higher-priced books to the man who wants something new. Such a customer said this morning, "I suppose eventually this will be out in the dollar books, but who wants to wait if he cares about keeping up to date?"

Your book lover who can not afford to pay much for books is now buying non-fiction dollar books and reading fiction out of the circulating library. He used to buy fiction, and read non-fiction from the public library. The dollar book has created a new class of non-fiction buyers, who were never prospects for the more expensive books.

The trouble is not the dollar reprint, but the \$3.50 to \$5 book which should never have been published at the price. The dollar book has made people tired of buying books whose price seriously overestimates the value of their contents. We feel if the dollar book forces the publishers to bring these books out at \$1.50 to \$2.50, it will be a good thing for the book business. A study of spring lists makes us think that many publishers agree with us. Of course we admit the unit of sale would be smaller, but the volume, as our dollar book

business proves, would more than make up for it.

Mr. Norton implies that the stress placed on the dollar books is to blame for the falling off in bookstore sales during the past year. Our experience has been decidedly that but for the dollar books our sales would have been off much more. Many of our customers who used to buy higher-priced non-fiction can't afford to do it this year. But they still like to read, and a dollar is their price. Dollar books were given for Christmas this year; and we feel that but for the dollar books handkerchiefs and hose would have been given instead.

Is the bookstore maintaining a drug store set up? As long as the publishers sell to the drug stores, wide-awake booksellers must feature the dollar books as strongly as does the drug store, even though it be proved that the dollar books are killing his sale of higher-priced books. The bookseller can not see his position as the logical purveyor of books jeopardized by the drug store or any other competitor.

Of course, the question of whether dollar books are crowding out "staple" stock is purely academic. Bookstores like every other kind of store have always featured what the public wants. If they fail to do that, some one else will, and will put them out of business. The public is daily demonstrating that it wants the dollar books.

## II

Marion E. Dodd

*of the Hampshire Bookshop, Inc.*

IF PRICES OF books have to be as high as they are today, I am heartily in favor of the dollar reprint, providing, of course, that it does not go into reprint form within the two year period. What Mr. Norton says is true, book wise people definitely postpone buying expensive books now on account of an expected reprint or what usually comes sooner, the inevitable listing of over-priced books in the remainder catalogs, the worst feature, according to my point of view, of the book business today.

It does not seem to me that reprints alone are responsible for the cutting out of staple stock. This is due also to protests on the part of the reading public against

the price of books. Many people will not buy at all unless books in some form are cheaper. Perhaps one-third of the book buyers today read for the meat or fat within and care nothing about having the book on their shelves when the essence has been extracted. This is proved by the enormous increase in loan and circulating libraries which are, of course, one of the direct results of over-priced books as well as over-much leisure and scarcity of shelf room.

The increased promotion and distribution of dollar reprints under present conditions existing in the trade, have been good according to my observation. Total sales would have gone down anyway. Reprints



have certainly aided in bringing people into the bookshops by mail and in person, but I can imagine conditions where reprints would be most undesirable and uncalled for; that is, in a world where biography, popular science books, and non-fiction were scaled down in prices. It is most desirable that this be seriously considered on the more expensive books, as printers' wages will undoubtedly come down with those of other trades and the cost of doing business should be less in the immediate future due to decrease in rents, salaries, and the fact that machines have decreased clerical forces all over the country. With further efforts it should be possible to go back to \$2.00 novels and \$1.00 detective stories (a class of book that should be agreeably distinguished by a stiff paper cover).

I agree with Mr. Norton that it is too bad to transform any bookshop into the atmosphere of a drug store. This is easily avoided by skill in shelving your reprints in a perfectly available place and still keeping staple stock to the front. In our store we always have had a table of dollar reprints (mostly non-fiction or standard fiction) and we find that it has led to the increased sale of other kinds of books rather than a decrease in business.

I should welcome more reprints rather than fewer and would very much like a dollar edition of things like Madame Bianchi's "Emily Dickinson: Life & Letters"; Foster Damon's "Life of Blake"; Henry Adams' "Mont St. Michel"; Virginia Woolf's "The Common Reader"; and Sackville-West's "Knole."

### III

Ralph B. Henry

of Carson Pirie Scott & Co.

IN MY OPINION much can be said both for and against the sale of reprint dollar books. I believe they are less harmful to the retailer than to the publisher. As far as the retailer is concerned, dollar books would probably have been a real blessing if their distribution had been confined to the booksellers. We recently had a window display of dollar reprints. After this display had been shown for three days a drug store across the street put in a display of the same kind of books priced at 79c. Of course, our window was changed without delay, and other books were shown which were not being distributed by drug stores.

In favor of the dollar reprints are the following points:

1st: The bookseller is safe in buying because the titles are known quantities.

2nd: A certain amount of the business done in dollar books is undoubtedly new business which would not be got if these books were sold at their original prices.

3rd: In these days of depression, the

dollar tables represent about our only apparent recognition of the increased purchasing power of the dollar. Nearly all other lines of merchandise are priced considerably lower than they were two years ago.

Against the distribution of dollar reprints I would list the following:

1st: Publishers should not allow titles to be issued in reprint form until after their sale in original editions has been exhausted. No titles should be issued until after two years have elapsed.

2nd: Dollar books have undoubtedly cut into the sale of more expensive books, particularly staple items. This would not be so if the publishers waited until the demand at the higher price had almost stopped.

To sum up: I believe that dollar reprints, if intelligently planned and distributed, would be a good thing in our business. That this has not been true in the past, has been the fault not so much of the idea as of those who have backed it.

*Letters from Eugene Sommer of the Sather Gate Book Shop, Berkeley, California; Geraldine Gordon of the Hathaway House Bookshop, Wellesley, Mass.; Ernest F. Ayres of the Ayres Book Shop, Boise, Idaho; Ken McCormick of the Doubleday, Doran Book Shops, Philadelphia and from other booksellers, presenting various points of view on the subject of reprints, will be included in early issues.*



# A Church Book Table—A Bookstore Project

Mabel A. Steele

*Union Theological Book Service, New York*

THREE YEARS AGO the Seminary took over a small student-managed store and moved it to the main corridor of the administration building, where it could more adequately take care of the needs of the students and of visiting alumni and former students. Those needs have been various: pageants and plays, anthems and music, pulpit and choir gowns, letterheads and files,—and of course, books,—books for confirmation gifts, Bibles which will give the most adequate assistance to the Sunday-School teachers, stories for intermediates, biographies for friends, helps for the teacher of pre-school children, sandtable projects,—books for every purpose. A large out-of-town business has developed, which now comprises three-fourths of the total.

The store is fortunate in having a large list of alumni who are eager to have contact with a store from which to receive book lists and suggestions from time to time. As a group, ministers require the newer books in philosophy and religion, history, biography, and fiction, in order to keep abreast with present-day thinking. There is an increasing number of schools of religious education being conducted under the auspices of churches for the training of teachers and the instruction of parents. The classes discuss not only the methods of teaching, but story-telling and children's stories, the Bible as literature, the gospel in art, how we got our Bible, church history. The men's and women's groups of the church are discussing religious poetry, Russia, the new negro, Lenten books, Browning. If there is a bookstore near the church which carries a few "samples" which fit under topics such as these, it is a simple matter to lend them to the leader of the group and a member of the class for review, and on the evening of

the meeting arrange for an exhibit and sale. This does not result in "hurt" books! One copy of each is sufficient, and orders can be taken and filled from the store.

Supplying books for a school of religious education,—the texts necessary for the courses, is not difficult compared with furnishing an exhibit in conjunction with such a school. Someone who knows some of the books at least, and who is eager to delve into others, is necessary to make it a success. The pastor can assist greatly with an enthusiastic announcement, mentioning a few outstanding books which should not be overlooked; and the person in charge of the school, particularly if he has had courses in religious education, can make himself very helpful. In sending out the exhibit, the bookseller should list the books with a comment or two, stressing the type of book and the persons who will be most interested in it.

Contacts with churches come in various ways. This week a minister wrote asking for a list of topics which would be useful for a first attempt at a school of religious education. The list of topics was secured with the assistance of that department of the Seminary, but the request gave us the opportunity of offering a special exhibit in connection with each of the topics discussed. A minister in Brooklyn suggested the other day that a church window facing on the street would be very useful for exhibiting Lenten books. He has a teacher who is enthusiastic about books, and she is in charge of the window. The exhibit is changed frequently, and is already causing considerable interest. An exhibit of books helpful to parents in answering questions which their children are constantly asking about religion, children's prayers, and songs, is on display in Chappaqua. This week a women's group is discussing the new negro,

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and the ten books under discussion are exhibited. Three women in the group have read these books in advance. Sales average \$25 at each meeting. The largest exhibit is in New Jersey, where a most successful school of religious education is in progress. The texts are also supplied.

The selection of the books depends upon the group served. One group is very well read and knows exactly what it wants; another gives topics only, and leaves the choice to us; one gives topics, and also requests that we be sure to include certain books. The selection is also influenced by the season, a Christmas exhibit giving splendid opportunity for the inclusion of gift books, and an Easter exhibit emphasizing worship materials. The books are charged to the account of the group or church, as a consignment, and when the unsold books are returned and credited, an invoice is sent for the balance. We give ten percent discount, but suggest that the books be sold at the regular list price, so the church may use the profit for some benevolence or enterprise. We prepay postage on the exhibit, but make a record of the amount, because we let the amount of goods sold influence us in our decision as to whether to charge postage on the exhibit.

Two of the churches which have had particularly good success with their exhibits have used mimeographed lists of the books on hand with a short description of the books. This gives a catalog which can be ordered from. One of the results of the exhibits has been the orders taken for books. These are filled from the store, and give us the opportunity of adding these names to our mailing list. Letters from time to time are productive in additional sales.

The exhibits really bring the teachers in actual contact with books which they should know and which should be in the church library. They also stress the need

of a church library when there is none, and result in sales to libraries already in existence. Some of our contacts have developed into regular purchasing arrangements for libraries. The number of churches which make special appropriations for the library is increasing rapidly, and a nearby bookstore can be very helpful to its own advantage.

The general store manager will ask, is this not a specialized type of service which I can scarcely undertake? Will I not involve myself in purchasing books which will remain on the shelves?

To start such a project does not require a large stock of books, but as the sales prove profitable and as they add new customers to the shop's list of prospects for religious publications,—any bookseller will find it worthwhile to devote more space to books in this field.

I have prepared a rather miscellaneous list of books which are always included in our exhibits, books which are useful to parents, teachers, friends of children,—men, women and children in all walks of life: Niebuhr: *Greatness Passing By*; Kirkland: *Girls Who Made Leaders*; Jenness: *Men Who Stood Alone*; May: *Living Bible Stories*; Wallace: *Heroes of Peace*; Blanchard: *How One Man Changed the World*; Bartlett: *Boy's Book of Prayers*; Slattery: *Girl's Book of Prayers*; Foster: *Larry*; Harris: *Twenty-One*; Fox: *Child's Approach to Religion*; Forest: *Child Life and Religion*; Anonymous (By a Mother): *Children's Prayers*; Bowie: *On Being Alive*; Gilkey: *Solving Life's Everyday Problems*; Van Dusen: *In Quest of Life's Meaning*; Jones: *Pathways to the Reality of God*; Fosdick: *Modern Use of the Bible*.

Each of these books will bring to mind those to whom they would be helpful. Then ask your neighboring minister when his next discussion group meets!

*The National Association of Book Publishers, 347 Fifth Avenue, New York, offers a number of posters and signs, which will be attractive publicity for spring book displays, and several pamphlets and cards which will be useful for special mailings or as enclosures in letters during these next few weeks. Booksellers may secure all of this material, without charge, by writing direct to the Association office*

# THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

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April 2, 1932

*HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.*

—BACON.

## How Do Dollar Reprints Stand Today?

IT HAS BEEN well said that in days of prosperity industry is too busy with production and sales to take time to examine the basis of its growth, and it is only in times of adversity that there is opportunity to study fundamentals and select solid foundations on which to build again. The booktrade has been busy on just such self-examination as every other industry has. It is no time for one section of our trade to shake its finger at the other but time for careful and thorough discussion.

Two questions have lately been much in the minds of both publishers and booksellers, and the *Publishers' Weekly* is receiving many letters and comments on the problem of the reprint and the problem of the remainder. In March issues of the *Publishers' Weekly* letters have been printed from publishers asking for trade discussion on reprints, and in this issue some of the letters received from retailers are printed and others will follow.

Every discussion of this kind has its various phases, and it is necessary to subdivide such problems in order to give accurate comment. The question in the booktrade today is not so much a question of

the reprints of fiction at 75c., which over a period of a quarter century have built their way into the public's book buying habits and promotion methods of the trade. The important question just now is about the dollar reprints of non-fiction, the promotion of which has emphasized price comparison with the original edition and on which there is, to the public, a more noticeable price variation than is the case with reprint fiction. It is quite obvious that the booktrade has a common desire to put this new merchandise on its best possible basis. If new books of biography, travel and science cannot be published profitably at first prices that pay the authors some adequate royalty and cover the cost of production and promotion, there will be no books to be included in the reprints. The fact that publishers of original editions are also the publishers of reprint editions gives some assurance that this will be kept in mind. It is also clear that if the retailers on their part give their most urgent promotion to dollar books, they will make their own clientele price conscious to an extent that will curtail the possibility of there being healthy sales of the original editions.

It is also certain that if the public does not understand the reprint situation and believes that all books that they see will be very shortly obtainable at one-third the original price there will be a hesitancy to purchase which will cut down the production of these books at their inception. Both retailers and publishers have a common responsibility for so promoting this merchandise that the public will understand its place in book economics. A healthy step was taken when publishers generally agreed that non-fiction books should not be reprinted until two years after the original publication date, and, as far as the *Publishers' Weekly* can observe from books published since that time, this agreement has been observed. In fact, a large number of the books published show a larger gap between original and secondary publication.

It is also becoming clearer that there are certain types of books that can be reprinted in editions of 5,000 and up and are therefore available for popular distribution while others are not ever going to be suitable. The most successful dollar reprints in New York, at least, this winter have been "The Human Body" by Clendening,



first published by Knopf three years ago, a book which had become inactive as a trade book, and "The Decameron," which had been active in all kinds of forms but had never reached the dollar display counters.

The most active publishers of dollar non-fiction do not in total add more than 100 new titles a year to vie with each other on the display counters, while there were published in the fields of biography and travel alone over 1,000 new books in a similar period.

All these conditions must be studied impartially, in order that the whole trade may understand as accurately as possible the pros and cons of the situation and realize that the thing desired is the steady increase in book distribution. If dollar reprints should tend in the future to curtail initiative in important new book publishing this whole question would certainly have to be reconsidered by all concerned.

### New Book Titles Down Ten Percent

THE SUMMARY of book production for the first quarter of 1932 is now published in this issue and shows a 10% decrease in the number of titles in comparison to a similar period last year. A decrease of 17% was forecast for the coming months by the Spring Announcement Number of March 12th.

Of the different classifications that show a change over this quarter the most marked is that of the decrease in new juvenile titles from 130 to 70, a decrease in religion and theology from 230 to 177, poetry from 192 to 168, and general literature from 124 to 98. Increases are shown in science, sociology, economics, geography and travel.

This general tendency in the books of scientific and practical information is in line with the general trend of the reports being received from bookstores. As the *Publishers' Weekly* has before emphasized, the bookseller of today must not only be familiar with literature and be able to judge the output of writers in the field of literature but he must become acquainted in a general way with books of science and economics so that he can intelligently meet the increasing demand for books of that character.

### Fighting the Post Office Censor

THE AMERICAN CIVIL Liberties Union, of which Harry F. Ward is Honorary Chairman and John Haynes Holmes, Active Chairman, is fighting for the passage of Bill S 3907 to abolish the one man censorship of the Post Office Department by providing jury trials on all matters barred from the mails. Hundreds of pieces of mail are barred yearly without court trials and on one official's decision, and the courts, it is pointed out, when appealed to will not interfere with the Postmaster's discretion.

The remedy proposed in the bill is to provide the same procedure of trial by jury as is now used for printed matter coming from abroad. The Postmaster General now has sweeping authority and can exclude from the mails anything he regards as obscene, seditious or fraudulent. The Department will not give advice in advance as to what material is non-mailable, and the exclusion order comes down without warning. The provision for books excludes all obscene, lewd, lascivious or filthy books, pamphlets, pictures and letters or other publications of indecent character. This is the law as passed in 1865. It was under this law that Mary Ware Dennett's pamphlet on "The Sex Side of Life" was declared non-mailable; in 1926 the *American Mercury* of April 27th was banned because of the story "Hatrack"; the report of the Chicago Vice Commission was forbidden the mails in 1911, and mailing privileges were refused as scholarly works as Melchow's "The Sexual Life." Judges under this law have decided that books that were indelicate or in bad taste might be excluded, books in which the meaning, not the language, contains obscenity and books in which the language, not the meaning, contains obscenity.

This bill S 3907 proposes to amend Section 211 of the Criminal Code. A special committee was organized by the American Civil Liberties Union to sponsor the work for this bill, the National Council on Freedom from Censorship, whose address is 100 Fifth Avenue. The Chairman is Hatcher Hughes, the dramatist, the Treasurer is Harry Elmer Barnes, and the directorate includes fifty distinguished writers among its members.



## Illness of Sirovich May Delay Copyright

LAST WEEK two hours after the second hearing on his new Copyright Bill (H. R. 10364) Chairman Sirovich, of the Patents Committee, was stricken in his office with a long-threatened illness and is at present at the Hotel Mayflower under a doctor's care. This attack followed a hearing at which Dr. Sirovich had again evidenced his ability to outline a law and fight for its passage, and all those in favor of legislative change in the American Copyright Law will fear the unfortunate delay of the bill unless Dr. Sirovich has an early recovery.

At the morning hearing the Patents Committee had listened to the opponents of the measure. Dr. John H. McCracken, who had spoken on Monday in regard to the importation clause, again appeared and dramatically stated that unless the bill were changed at this point he would hold the Democratic party responsible. This appeal to partisanship did not please the Committee, as they felt that not only in this hearing but in past hearings copyright has been kept a strictly non-partisan matter. Congressman Lanham vigorously objected and the Chairman, supporting him, ruled that Dr. McCracken's remarks should be stricken from the records.

Nathan Burkan, Counsel of the American Society of Composers, Authors and Publishers, was the principal witness and was expected to oppose this or any other copyright measure. He began his testimony dramatically by stating that the bill would be found unconstitutional and suggested that Chairman Sirovich submit it for comment to the Copyright Committee of the New York Bar Association, which Mr. Burkan testified would be an impartial and authoritative body. Whereupon Dr. Sirovich produced a letter just received the day before from Otto Wierum, Chairman of the Copyright Committee of the New York Bar Association, presenting the bill and stating that it would prove entirely constitutional in the point raised by Mr. Burkan, namely, the dropping of the com-

mon law protection and replacement by statutory protection.

Mr. Burkan then offered a second point, but before it was stated Dr. Sirovich asked if his point was to be on the indefiniteness of term and explained that that had already been corrected by having the term date from presentation or registration. Mr. Burkan then objected that the language of the bill was too general. Dr. Sirovich pointed out that most lawyers had praised it for that very reason. The American Society of Composers, Authors and Publishers then rested its case, calling no more witnesses, and it was understood afterwards that it would continue in the Senate its fight against any copyright bill.

Some comment against the bill has been raised by the fact that it provides in some of the infringement clauses for recognition of "innocent infringement," even though there had been registration and notice. Publishers could not understand how there can be an innocent infringement in such case. Dr. Sirovich points out that situations have arisen in the copyright field that require some such provision. For example, a magazine buys a story of which title and author has been falsified. Registration would not help avoid the fraud, and the magazine believes it is an innocent infringer and should pay only a copyright fee and not for total profit. Again, a publisher or moving picture house may contract for a work from an unauthorized agent and feels it should be an innocent infringer under the law. Still again, a broadcasting station picks up a concert from a religious festival or a band selection from a football game for which no permission had been obtained. The radio broadcasters point out that this is an innocent infringement and they should not pay on the whole profits from the transaction but a suitable fee set by the court.

The next step for the Sirovich Bill will be to obtain a vote of the Patents Committee to report it to the House of Representatives.

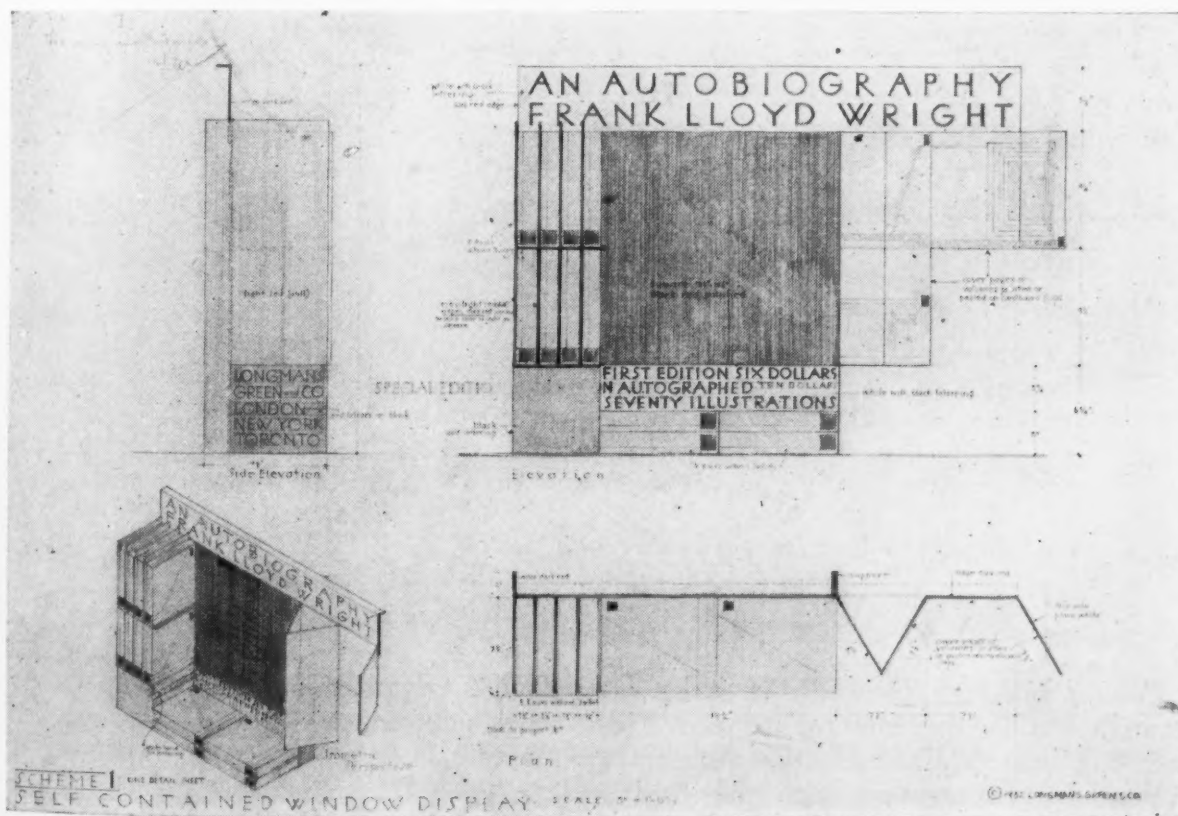
# Copyright Window Displays

*Frank Lloyd Wright Designs Displays of His Own Book*

ONE OF THE newest departures in the booktrade is in connection with Frank Lloyd Wright's autobiography published this week by Longmans, Green & Co. Not only did Mr. Wright write the book, and design it, but he has drawn architectural scale drawings for a series of window displays to feature it. These displays are strictly in keeping with the book itself and are worked out in accordance with Mr. Wright's architectural theories. There are plans for four different displays, some large and complex, some small and simple. These drawings are to be copyrighted, and it is planned to furnish them for exclusive use to certain key shops throughout the country who will display them with a card noting the fact that the display is exclusive. These, so far as we know, will be the first "signed" window displays to have been used in the book business.

Jane Terrill, publicity manager for Longmans, Green, has had copies of one of the displays made for trial in several shops in various parts of the country. If these are successful the other three designs will be distributed to shops which want to make exclusive use of them. After the initial run in these stores, other shops will be given a chance to use the displays. First showings will be made in the following places: Jacobs Bookstore, Philadelphia; The Old Corner Book Store, Boston; Brentano's, New York, and shops in Chicago and Los Angeles. It is expected that they will create a great deal of discussion.

The design pictured on this page shows the thoroughness with which Mr. Wright has gone into draughting these displays. It will be noted that he gives the plan, an elevation, a side elevation and an isometric perspective.



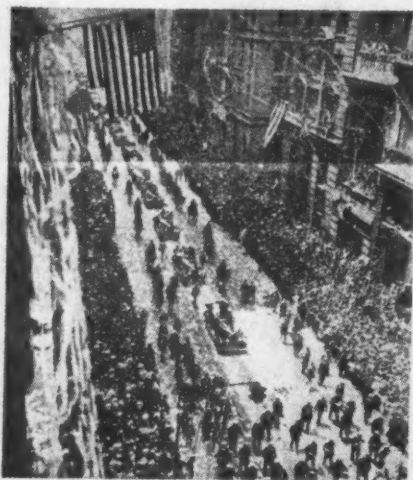
*Architectural drawing by Frank Lloyd Wright for a window display of his autobiography*

## Sales Notes

1,500 MORE THAN ¼ BILLION NET FREE CIRCULATION—SOMETIMES

**FIRST EDITION** **DAILY WRECKER** **FINAL EDITION**  
 IF YOU'RE NOT BLIND—READ THE WRECKER  
 Vol. 808. No. 48-OTII. Weather: Fairly. Boston, March 12, 1932. \*\*\*\*\* Price: 25 Cents

### SCOTTY COMES HOME



Welcoming parade passes corner of Times Square and Madison Square Garden on its way to City Hall

WITH CHEERING CROWDS AND BLIZZARDS OF PAPER SNOW  
 NEW YORK TAKES HER HERO TO HER HEART

*Tabloid issued by Little, Brown announcing "The Goldfish Bowl" a novel about a popular hero*

A NOTE OF optimism comes from Philadelphia. In a department store there the book department was one of the few in the store that showed an increase in 1931 over 1930, and 1932 seems to be starting out with every kind of encouragement. The buyer says that her stock is the cleanest in history and that her sales are brisk. Another shop reports a satisfactory February and states that March is so far running ahead of January in sales. Interest in bridge books is at fever-pitch in this city.



*Penn Publishing Company* is doing extremely well with "Your Face and Figure." Lilyan Malmstead, the author, in a three-day engagement with the Jordan Marsh store in Boston sold over 700 copies of the book, which so impressed the store that she was invited back for two success-

ive weeks later in the spring. This week she spent three days in the Gimbel store in Philadelphia. The New York Wana-maker store has invited her for three days during the first week in April.



In Buffalo, reports a traveler, there is still a good deal of enthusiasm, and, while sales are somewhat low, the city seems to be doing better than a number of its neighbors. The Bay Tree Book Shop there is moving on April 4th to larger quarters in the Junior League Building at 435 Delaware Street. This shop has been very successful. The book department of William Hengerer's has moved to the first floor where the location is more strategic, the lighting better and the opportunity for display greater. It is reported that in this shop February sales this year were better than those a year ago.



At 8:01 Eastern Standard Time, April 1st play began simultaneously all over the world in Ely Culbertson's World Bridge Olympic. Sixteen bridge hands, chosen by a committee composed of Mr. and Mrs. Culbertson, Theodore A. Lightner and Waldemar von Zedwitz were mailed to a thousand or more groups from all parts of the globe who have entered the contest. The feature of simultaneous play means that some fans started their game at midnight or dawn, while in Melbourne, Australia, the contest did not begin until 11:01 A.M., the next day. Groups were entered from such diverse places as Two Dot, Montana, and the Island of Samoa. *Garden City Publishing Company* plans to release Culbertson's "Contract Bridge for Auction Players" just about the time of this contest while *Bridge World* is issuing at the same time "The 1932 Bridge Olympic Hands" by Ely Culbertson which contains an analysis of the hands played.



The Putnam Bookstore in New York has had two of the most attractive windows we have seen in a long time. The



first was devoted to "Nonsuch." A large window which was given over entirely to this book was transformed into a section of the ocean floor. Sand covered the bottom of the window, rocks and shells and fans of coral were placed here and there and a number of very real looking stuffed fish were suspended from invisible wires so that they appeared to be swimming gracefully in the water. Two stacks of the book itself formed a background, and there was a border of colored paintings of fish. People stopped to look. The other window displayed the newly-published "Tragedy of Henry Ford." On a road bed of sand which was apparently dredged from the sea floor of a week before, stood a large photograph of one of Henry's early models, complete with brass lamps and leather straps. A couple of very antiquated wheels and miscellaneous accessories were strewn about and the remaining space filled either with copies of the book or with cards bearing arresting quotations. But the stroke of genius was a streamer pasted on the pane, reading "New Ford Just Out"! We had to work our way through the crowd to get a look at it.

A group of business men in Banning, California, two years ago began the custom of turning over to the pastor of their church a check for \$100 for the purchase of books for his own library at Christmas time. The project has called forth so many inquiries that 40,000 letters were sent out from Banning this year to communities all over the United States, explaining the plan. "These orangegrowers," says the *Christian Century* "who believe in the fertilization of their groves, call these books 'brain-fertilizer.'"

"Latin America" by James G. McDonald is the most recent volume in the A.L.A. "Reading with a Purpose" series. Books recommended to be used in connection with it are: "Latin America" by William R. Shepherd (*Holt*), "The Rise of the Spanish-American Republics" by William S. Robertson (*Appleton*), "The People and Politics of Latin America" by Mary W. Williams (*Ginn*), "The United States and the Caribbean" by C. L. Jones, H. K. Norton and P. T. Moon (*Univ. of Chicago*) and "Latin America and the United States" by Graham H. Stuart (*Century*).



Window display of "Nonsuch" in the Putnam Bookstore, New York. This display attracted a great deal of attention. It is particularly worth of mention in that only 40 copies of the book are used in a large window and yet it is given the appearance of being completely filled

## Customers' Choice

POETRY, says Stephen Vincent Benét, is unaffected by the machine age, wherein he differs to a degree with Isidore Schneider, whose discussion of "Hard Times for Poets" will be found elsewhere in this issue. Mr. Benét feels that the moon rising over a skyscraper can be as important to us as the moon rising over a mountain was to the Greeks. "Poetry," he says, "because of its terseness, its intensity and the more memorable qualities of its marked and insistent rhythm, can enter directly into a man's mind while prose is still taking off its overshoes and knocking at the door."



Nevertheless booksellers in general seem to feel that customers frequenting the poetry shelves are pretty scarce these days. There is always a certain demand for Edwin Arlington Robinson and Robert Frost, and, at Christmas time, for anthologies, but in general people seem to prefer either novels or popular books on economics and science. This generalization doesn't apply to light verse, though. Margaret Fishback's "I Feel Better Now" is being bought.



The Doubleday shop in Philadelphia has found a constant demand for the "Oxford Book of American Verse" issued in a dollar edition by *Boni*. In this shop, too, "Tristram" still sells as well as any of the later Robinson titles.



George Moore, celebrating his 80th birthday in London recently, characteristically expressed his disgust with the age of mechanization. "We are heading for chaos," he said, "but since Providence has decreed that few men shall live more than eighty years, I hope to be removed in good time."



The Crawford Book Shop in Fargo, N. D., writes that winter weather has laid a restraining hand on sales during the past ten days or so. Blizzards blocked the roads, and customers stayed home. "A

Fortune to Share" and Culbertson's bridge books are the best sellers and "The Harding Tragedy" rents the best. Lewis Crawford observes that "the new books are eagerly sought on the rental shelves but purchasers are few for the titles that rent well."



"The publishers' advertisements," observes F. P. A. from his Conning Tower, "that So-and-So have the honor to publish 'This or That' by Thus-and-Thus afflict us with acute vertigo. What we should like to see would be 'Blink & Blink,' it being a tough season, have the effrontery to publish Ethelbert Berthethel's 'Blah Blah,' in the remote hope that it will enable them to break even." Or "The Cuckoo Press regrets that it is forced to publish 'What Not', owing to a contract with the author that it is unable to wriggle out of."



Bernard Fay was a guest of Chandler's, Inc., in Evanston one afternoon recently, where he autographed his books. Customers preferred his books in French to those in English. In this shop "Mr. Darby" has been the best seller. It will be succeeded, says Mrs. Beimfohr, the manager, by "Two Living and One Dead."



At the Apple Tree Bookshop, Concord, N. H., there is a great deal of interest in "Stepping Westward" which is attributed in part to the fact that one of Laura Richard's sons is a master at St. Paul's School, though the sale hasn't been confined to school people. Margaret Owen says that Concord people don't recognize any other bridge system than Culbertson's and that the "Summary" has almost made a record for the sale of one title. "The Epic of America" is still one of the big items in this shop.



Amateur bridge players are finding solace these days in "Expert Misbidding" which points out graphically how poorly the recent Lenz-Culbertson tournament was played.

*Houghton Mifflin* tell us that they are planning an experiment with the price of mystery stories. Out of five mysteries of approximately equal merit to be published this spring, three will be \$2 and two, \$1.75. They hope to discover from this the importance of the price factor. "The Cottage Murder" and "The Code-Letter Mystery" are the two at the lower price.



Best renters at the J. P. Bell Company, Lynchburg, Va., include "Washington Merry-Go-Round," "That Royal Lover" and "The Harding Tragedy" among non-fiction and "The Challenge of Love," "The Senator's Lady," "Second Hand Wife," "Mr. and Mrs. Pennington," "Miss Pinkerton" and "Women Live Too Long." Winifred A. Payne, the librarian, says that this winter has been an unusually good one for the rental library, attributing it to the fact that since everyone is trying to economize, there is more home life and therefore more reading.



Miss Payne expresses a wish that more news about rental libraries could be published in the *Publishers' Weekly*. This department will be glad to print any news sent in by rental libraries concerning their best-renters, their methods of operation or their observations on the trend of reading. It appears that rental libraries have not suffered in proportion to other departments of the business during the depression.



At C. C. Parker's Bookstore in Los Angeles Clarence Darrow's autobiography still holds the lead. "Arabia Felix," "Non-such," and "Way of the Lancer" are among the spring books which have made their way to his best seller list in company with "Cyrano de Bergerac," "Crowded Years" and "Justice Oliver Wendell Holmes." Among the fiction titles "All Passion Spent" is followed by "The Wet Parade," "The Harbourmaster," "The Golden Years," "The Challenge of Love" and "A White Bird Flying."



When George Palmer Putnam went to the War Department to secure photographs for "The Horror of It," a little volume containing stark pictures of the war, which has just been published, Major General

Carr of the Signal Corps refused to give him any pictures showing war's gruesome results. "Only those photographs showing the pleasant aspects of war can be released," the General said. "The Department has a moral obligation to the Gold Star Mothers."



*Van Wyck Brooks, whose "The Life of Emerson" was published April 1 by Dutton*

Anne Bridge, an Englishwoman, has been awarded the Atlantic Novel Prize of \$10,000 offered jointly by the *Atlantic Monthly Press* and *Little, Brown & Co.* Her novel, "Peking Picnic" is described as an unusual story of legation life in China, involving the capture of a picnic party organized by the wife of a legation official by Chinese bandits. It will be published in September, simultaneously in America and England, by *Little, Brown & Co.* and *Chatto and Windus*. Anne Bridge was brought up in England but has lived in China during the stirring events of the past few years.



The *Dial Press* reminds us that a suitable addition to the list of Books for Thinking Americans on the United States in World Affairs which was printed March 19 is "The Germans" by George N. Schuster. This volume interprets the present state of Germany and the possibilities of its future in the light of past history.



## No Wage Cut for Compositors

THE STRONG EFFORT that has been made to get some reduction in the compositors' wages, which many believed would encourage new contracts in printing and many more believed would be necessary if the tide of printing away from New York City was to be stemmed, has brought no result, as Typographical Union Number 6, which includes newspaper compositors as well as those in the book and job field, has refused all overtures of this kind. The minimum wage in the composing field of book and job printing is \$60 a week. The Union argues that, owing to lay-offs, most men are not receiving more than \$40 a week. Users of printing point out that the cost of the product is dependent on the \$60 scale for each 44 hours of work, and it is the cost of the product about which they are worried. George T. Lord, representing the Employing Printers, said that New York plants would stand by their contracts, which end in September, but prophesied that if no relief is in sight by that time non-Union workers would be employed in many shops after September.

## Booksellers' League Meets

THE BOOKSELLERS' League held its annual business meeting, the thirty-seventh since its organization in 1895, at the Hotel Brevoort on March 16th. John Macrae, Jr., was reelected president for 1932, and the following were elected members of the Board of Managers for three years: C. A. Burkhardt, A. R. Crone, John Mulholland, T. E. Schulte, R. E. Sherwood and C. C. Shoemaker. Secretary McKeachie reported only a slight falling off in membership during the year and a satisfactory bank balance at its close.

The guests of the evening were I. N. Anthony, who with Frank Buck, is publishing this season "Wild Cargoes." His address was highly nautical and very entertaining. George Reith, chairman of the Knickerbocker Whist Club, in his talk on "One Over One," told a lot about contract and its magic appeal as a card game. The last speaker, Julian J. Proskauer, the author of "Spook Books" soon to be published, proceeded to debunk astrologists, numerologists, mind readers, spirit mediums and other fakers.

## Ellis W. Meyers Returns From Booksellers' Conferences

AFTER TWO months of continuous travel organizing and conducting sixteen conferences of booksellers from Boston to Los Angeles, Ellis W. Meyers returned to New York this week and is preparing a report of the findings of these conferences, to be shortly presented by the Board of Trade of the A. B. A. and taken up with the Joint Committee of Publishers and Booksellers.

The suggestions of the Cheney Survey were the basis of the conferences and the booksellers dug deeply into their problems of stock control, buying, budgets, overstock, promotion and display methods comparing experiences and shop methods.

Mr. Meyers believes that these conferences were extremely opportune and have given dealers new ideas and some new confidence for attacking this most difficult of years. Until his report is made he will make no outline of what the findings were, but it has been evidenced by reports from the field that the improvement of the hazardous financial condition of a large number of stores is to be sought through suggestions for better control methods, clearance of overstock and semi-annual return of some percentage of the overbought new titles.

The regional conference method has proved well adapted to trade needs and will undoubtedly find further use. The \$2.50 registration fee did not prove enough to cover expenses and the balance must be met from the A. B. A. treasury, but an increase to \$5 would make such travel possible and booksellers say the fee and the time involved is rewarded by ideas gathered.

## Tax Changes in House

THE SALES tax, against which as it applied to books, Cass Canfield and J. W. Hiltman for the National Association of Book Publishers carried on a vigorous campaign of opposition has been first defeated as a general principle and then replaced by specific taxes on a selected group of merchandise, automobiles, motor boats, radios, mechanical refrigerators, cosmetics, candy, chewing gum, jewelry, furs, matches, beverages and sporting goods. First class postage will go up to 3 cents and there will be taxes on stock and bond transfers and admissions of 50 cents and over.

# BOOKMAKING

*A Monthly Department*

## The Stephen Daye Press

*Press Founded in Vermont by Vrest Orton Publishes Soundly  
Designed, Carefully Printed Books*

PROBABLY no method of publishing books has not been tried somewhere, at some time or another. But when a publishing company up in Vermont, starts in the middle of a world-wide depression to publish books and sell them, it is something unusual, if not original. The story of the Stephen Daye Press, founded in March, 1931, by Vrest Orton in Brattleboro, Vt., is interesting, considering its objective, and its problems encountered in printing and selling books.

Vrest Orton, formerly with Alfred A. Knopf and the *Saturday Review of Literature* and one of the founders in 1929 of *The Colophon*, is a native Vermonter who left his state at the age of 14. Interested in publishing, book design, rare books and collecting, he decided to incorporate these interests in a personal publishing enterprise in Vermont. He became affiliated with Ephriam H. Crane, president of the Vermont Printing Company, a good-sized country plant, employing one hundred hands, in business for twenty-five years and doing sound commercial printing. The name of the new venture was taken from that of America's first printer and publisher, Stephen Daye. The name was well chosen because of its importance to America as well as to Vermont printing and history, as the original Stephen Daye press now reposing in the rooms of the Vermont Historical Society at Montpelier, was used to do the first Vermont printing.

The general idea back of the founding of the Stephen Daye Press in Brattleboro

### Pen-drift

*Amenities of Column Conducting*

BY THE PENDRIFTER

Charles  
Edward  
Crane



PUBLISHED AT BRATTLEBORO, VERMONT

Stephen Daye Press

*Title-page from one of the first publications  
of the Stephen Daye Press*

was to publish soundly designed, carefully printed books and sell them at reasonable prices and also to design and print good-looking books for other publishers.

The first publication of the Press was "The Green Mountain Series." A Vermont committee of authors and scholars decided to gather for the first time the indigenous literature of the state.

The Press was able to get the books

into the hands of many people who had never bought books before. It plans in 1932 to penetrate deeper into the field of non-book buyers and place a set of the volumes into the home of every literate Vermonter.

Another one of its Vermont publications was a book of verse by a new, unknown writer. The Stephen Daye Press found Walter Hard, a pharmacist in the country town of Manchester, Vt., who had been writing for some years a simple character sketch in the form of verse concerned with Vermont character and life. The Press collected the best of these many pieces (some printed in the local papers) and issued them in a 12mo volume called "Salt of Vermont," bound in old-fashioned calico cloth purchased from a dry goods store.

The two above named were trade books retailing for \$1.50 and \$2.00. The first "press item" that the Stephen Daye Press issued was a book by Christopher Morley called "Blythe Mountain, Vermont," a tale of Morley's pilgrimage through the Vermont country-side.

The Stephen Daye Press does not, however, intend to confine its list to books on or about Vermont though it started in this field. It is chiefly interested in regional literature of the northeast. First amongst the subjects to be covered by its publications are native folk-lore, history, essays, short stories and poetry.

Besides its function as a publisher issuing its own books, the Press designs and prints books for others. It has designed and printed books for Dartmouth College Publications and for the Columbia University Press. It will specialize in university press work and fine editions for general publishers. The one idea which predominates in the typography of its books is simplicity. Mr. Orton believes less in the invisible school of typography than in the functional. His favorite typographer is Carl Purington Rollins who, he believes is purely American in inspiration and accomplishment. If the books issued from the Stephen Daye Press are easy to read, hold and look at, all the purposes of printing and book design, Mr. Orton feels, will have been accomplished. He has no pretensions about typography as an independent art. His theory holds it to be the purpose of a book designer to create better

looking, more appropriate trade books for the average reader, as well as fine limited, or special editions. In going into a good sized country print shop, previously engaged in good commercial printing, Mr. Orton discovered that many problems had to be met before an entirely different class of work (the printing of fine books) could be

*Blythe Mountain, Vermont.*

But Vermont is truly the  
gist of my theme, so I move more rapidly. The  
tender beauty of the Berkshires seemed to be all  
that rumor had always said; though on cemented  
highways and in certain demure towns they hardly  
seemed the Berkshires of Melville and Hawthorne.  
Diana steered along the frail dotted line that tries to  
keep Massachusetts from overrunning the rest of  
this western world. She was tempted by a lake called  
Queechy, but the children would not hear of it.  
And I knew why: Queechy was back in New York  
State, and they wanted to be able to send postcards  
bearing the imprint of a foreign name. So it was that  
our first night was at Melville's own favorite, Lake

16

*Specimen page from Christopher Morley's  
"Blythe Mountain, Vermont"*

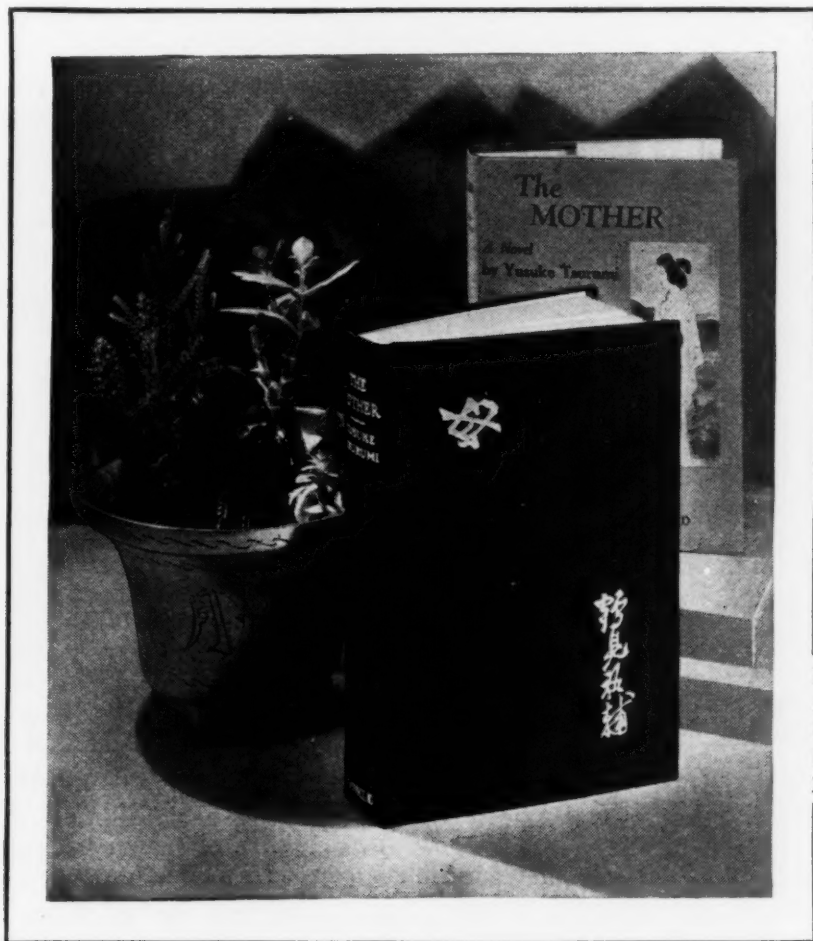
installed. It was found, however, that in less than a year, not only was the press able efficiently to produce fine trade and limited editions, but also that the general character of the other printing improved.

In summary, it seems that the Stephen Daye Press, enjoying the advantages of lower country producing costs, has been able, by combining its own publishing business with printing for other publishers, to achieve a moderate success in a comparatively short time. It is also interesting that it took a logical course in giving attention to the region where it was located for literary material and that from a publisher's point of view, its first books were sold to a group of new book buyers. It may be that this Press is representative of the trend toward a sharp division in the publishing field between professional, personally directed and commercial, mass-production publishing.



You Say:

"Now This Looks Different"



Published by Rae  
D. Henkle. Bound  
by The D. S.  
Brasil Bindery,  
New York City

## WHEN YOU SEE A BOOK BOUND IN Holliston Suede Cloth

It isn't hard to produce a book that will stand out from its neighbors. In fact it is really quite simple. All that is necessary is to select a cover material that provides a pleasing change from the conventional.

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bound in plain cloth, the effect is unusual. Attractively so, too.

Of course in telling you about Suede Cloth there is no intention to recommend it as a general substitute for real suede leather. There is a large difference between the two materials, especially in durability. But if you desire suede appearance at book cloth prices you may find the answer in Suede Cloth. If the idea interests you, let us send samples for dummy purposes.

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## Books About Bookmaking

Dr. Hellmut Lehmann-Haupt

THIS COLUMN was started in January 1931, and we have made an effort to give a fairly complete record of all new publications in the bookmaking fields since that date. A publication of an earlier date has come to hand and may be mentioned here, because it still represents the most recent publication in its particular branch.

**Fournier on Typefounding.** The Text of the *Manual Typographique* (1764-1766) translated into English and edited with notes by Harry Carter. The Fleuron Books. Published by the Soncino Press, 5 Gower Street, London, 1930.

The title is self explanatory and the original French "Manuel" too well known to need either recommendation or criticism. It must be said, however, that this English translation renders a very valuable service, and also that the execution has been careful and circumspect. The copper-plate illustrations of the original have been included in facsimile reproduction. There is a short bibliography, useful in itself and important as the source for Mr. Carter's many additions and explanations. He has also provided a biographical note on Simon Pierre Fournier, the original author. With this translation one of the main documents on the history of printing technique, much quoted and little known, has been made available for wide persual.

**Metal Plate Lithography.** For Artists and Draftsmen. By C. A. Seward. New York, The Pencil Points Press, Inc., 1931.

An attempt to reinstall "lithography, the simplest and most wonderful of all the graphic arts and probably the most abused"—in the opinion of the author—into its legitimate place. The volume provides an elementary outline of the process for the beginner and is also meant to serve as a reference book for the advanced worker. The text is illustrated with diagrams showing tools and the various phases of the process. There are also a number of full

page illustrations in the back, selected to show several variations of the process in practical application. As in many cases where a selection from artist's designs is made from other than purely artistic viewpoints the total result is not very satisfactory. It may be asked, since the publication is admittedly the result of a reforming tendency, whether this purpose would not have been served more convincingly by showing not only how certain effects can be produced, but also what the leading artists and not only those in this country, have done with the process.

### Recent German Bookmaking Annuals

Cultural life in Germany displays in full range the advantages and disadvantages of decentralization. The time when Germany had four kings at a time is not so far back, and the marked contrast of North and South, and East and West is an important factor. This makes it difficult ever to get a clear picture of the whole, but it also furnishes a rich background of diverging traditions which often surprise with their variety of solutions for a common problem. Therefore one will always find at least two organizations, if not four or five, which are serving the same purpose without necessarily being competitors. In the field of books and printing the organizations and organs of amateurs and collectors, experts and critics are manifold.

Here is a review of two annuals which have been started in recent years.

**Imprimatur.** Ein Jahrbuch für Bücherfreunde. Herausgegeben von der Gesellschaft der Bücherfreunde zu Hamburg.

This periodical was started by the Hamburg Society of Bibliophiles in 1930, and followed early in 1931 by the second issue which is the one to be reviewed. Within the fields of books and printing it displays a very catholic taste and in its interest; for the background as well as for immediate practical questions it sets an excellent example. For the English speaking reader



**Such confidence must be deserved**

Columbia, Princeton, New York University, Dartmouth, Williams, Rensselaer Polytechnic Institute, Northwestern, Wellesley, Smith, Purdue, University of Chicago, City College of New York, Cooper Union, Colgate, Ohio State.

*"We know our bindery stocks a great deal of Interlaken Cloth. We merely specify the weave, and they go ahead with the work.\* Interlaken has always been satisfactory."*

D. VAN NOSTRAND COMPANY, Inc.

The publications of the D. VAN NOSTRAND COMPANY are given the severest test which a book can receive—constant use in over five hundred colleges and universities (a few of these are listed above). The adoption of the books shown by such leading institutions year after year without change, must be taken as proof that the books are giving satisfaction physically as well as educationally. And these are only a very few of the great variety of important text and trade titles of the D. VAN NOSTRAND COMPANY which are bound in Interlaken Cloths. You, too, can have that perfect confidence that your bindings will give service and satisfaction—if your bindery uses Interlaken Cloth as a matter of course. If it doesn't—specify INTERLAKEN and make sure of your binding results.

\* The binder's record bears out this statement. It shows that most all of the VAN NOSTRAND publications are bound in Interlaken Cloths.

# INTERLAKEN MILLS

PROVIDENCE, RHODE ISLAND

18 THOMAS STREET, NEW YORK



not all articles are of course equally interesting, so a selection is appropriate.

Konrad F. Bauer, one of the leading typographic critics of the younger generation, discusses the yearly output of newly designed types in Germany. With a stout 40 of them they constitute a multiple of the output of all other type-foundries in the world over the same period. A survey and illustrations of the various recent "editions" of Sans-Serif types will be especially welcomed by the reader who is looking for information on the non-traditional phases of printing. Mr. Bauer has made an objective and critical study of all these designs taking special care to distinguish clearly between designs that answer a specific demand and those that represent merely speculative ventures.

The Cranach Presse in Weimar, conducted by Count Kessler, has been made the object of a study by Rudolf Alexander Schröder. Apart from the well-known Bremer Presse, the Cranach Presse deserves attention among German private printing ventures for its international scope and the collaboration of an international staff. We learn that Emery Walker and Edward Johnston were employed as type designers and typographic advisers. H. Gage Cole and J. H. Mason, both formerly with the Doves Press, have given their assistance. Aristide Maillol has made his famous Virgil woodcuts for this press and his nephew Gaspard Maillol has served as its paper maker. Caslon type was used at one time. The policy of the press is clearly selective, and no effort is being made to influence printing under ordinary commercial circumstances. There is a bibliography of the press publications for which Count Kessler, its head, is responsible.

An article by Hans H. Bockwitz on books and writing as museum objects will interest the American reader for its survey of institutes in this country concerned with the display of bookmaking as an art.

Especially interesting for the English speaking reader is an article by Anna Simons on English private presses. Anna Simons, Edward Johnston's famous pupil and calligrapher of the Bremer Presse, has made a survey of private printing which includes certain phases of the work of larger organizations, such as the Oxford and Cambridge University Presses, the

Monotype Company, the *Fleurbaey*, and outstanding individuals whose influence has been of importance. The article is interesting in its selection of material and with a good deal of specific information. There is also a bibliography of the writings of Stanley Morison.

Buchkunst. Beiträge zur Entwicklung der Graphischen Künste und der Kunst im Buche. Herausgegeben von der Staatlichen Akademie für graphische Künste und Buchgewerbe zu Leipzig. Band I, Jahrgang, 1, 1931.

In appreciating this new publication the organization responsible for its issue is important. This yearbook, containing contributions in the field of graphic arts and fine printing, is being edited by the State Academy of Graphic Arts and Book Production in Leipzig, an organization of excellent reputation in this country and well known to American students. The yearbook, according to an introduction by Professor Walter Tiemann, has a double purpose. It is meant to provide a permanent platform for all those efforts combined for the first time in the 1927 Exhibition of International Book Arts (Internationale Buchkunst-Ausstellung). The second aim is to serve as an organ for the State Academy. In both capacities the yearbook is meant for an International audience.

This scheme is followed in the contents of the first volume. The bulk of the material consists of individual studies by competent critics, and amply illustrated, of modern bookmaking in various European countries. Holland, England, France, Czechoslovakia, Hungary and Soviet Russia have been taken into consideration. There is also an article on the modern woodcut in Belgium, on individual artists and some specific questions in the field.

It is needless to say that such a volume will be welcomed both by the book-designer and the collector.

## THE PLIMPTON PRESS

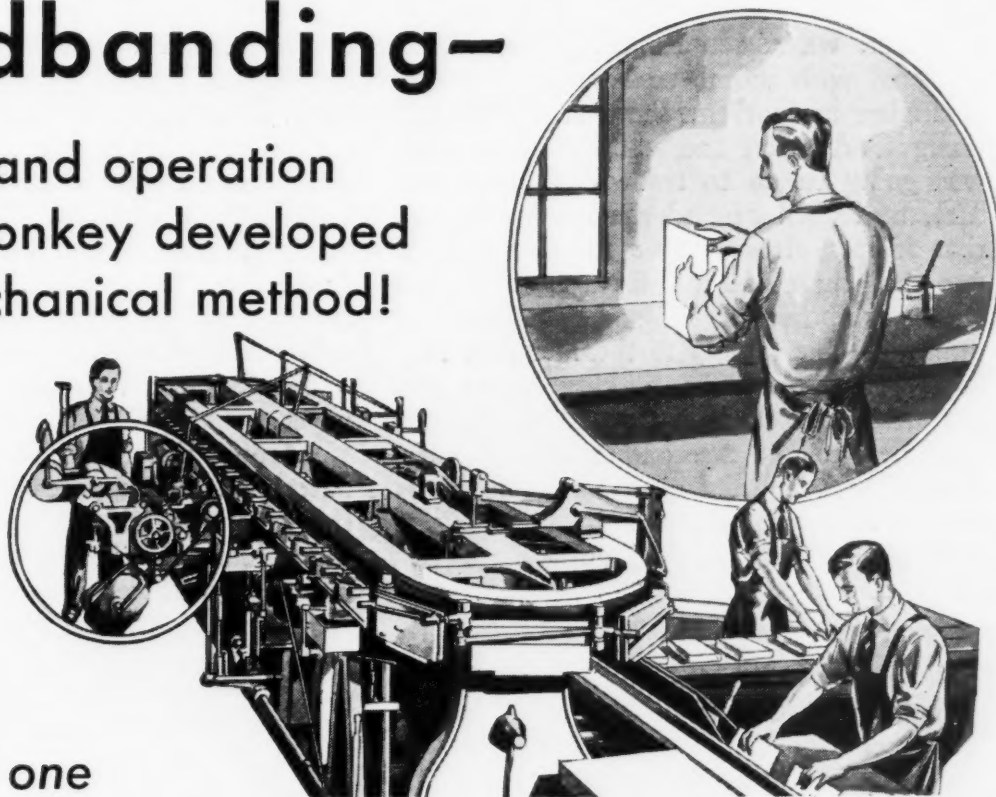
NORWOOD, MASS.



*Complete Edition Work*

# Headbanding—

a hand operation  
until Conkey developed  
a mechanical method!



*This is but one  
of the cost-reducing efficiencies originated by Conkey*

That tiny little piece of striped silk which you see peeking up above the pages in the backbone of a book is called a headband. It is an essential part of the appearance and quality of a book.

In the past, applying headbands was a fussy, laborious, hand operation resulting in inaccuracies in the position of the headband. Conkey engineers designed and developed a mechanical means for performing this operation which automatically places the headband in correct position and today the process developed by Conkey is standard practice in practically every book manufacturing plant in this country. This constant striving for better and cheaper methods of book

manufacture is a definite part of the Conkey manufacturing policy. It is one of the basic reasons why Conkey can serve you better. Throughout the country there are numerous large publishers who depend on Conkey as a source of supply because of this quality-improving and cost-reducing policy. Conkey has published a number of booklets to explain its manufacturing policy in relation to publisher's requirements. One or more of these booklets, which will be sent you upon request, will acquaint you with the better quality, lower costs and improved service available to you by doing business with this large, highly efficient and centrally located book manufacturing institution.



**W. B. CONKEY COMPANY, Hammond, Indiana**

Printers, Binders and Book Manufacturers

Sales Offices in Chicago & New York

**EVERY PUBLISHER SHOULD DEMAND INCREASED EFFICIENCY IN BOOK MANUFACTURE**

# Full Trim: A Bias on Current Bookmaking

Evelyn Harter

WHEN WE ASKED Robert Josephy, who was busy with thumb tacks and cellophane arranging his current show at the Advertising Club what the so-called depression was going to do to trade book manufacture, he looked around the room and said that it had already done it. He pointed out that there was hardly a novel in the whole exhibition, although he had planned hundreds, due largely to the fact that they had been printed on bulking paper and the press-work thereby ruined. Moreover, it is hard to find a second color on a title-page since 1929, and books which formerly carried four color plates and sold for \$7.50 and \$10.00 now appear with black and white line cuts and sell for \$5.00.

The second and third observations are not serious, but the first is. In these times when stout hearts are needed in manufacturing departments, it should be remembered that nowhere in the making of a book does a variation of a cent make as much difference as in the choice of paper. Respectable paper can be bought now for between six and eight cents a pound. Surely a customer who pays \$2.50 for a novel is entitled to six or seven cents worth of paper.

Apropos the discussion of papers, Sidney Satenstein has prepared a list of types and the papers on which they may be used, for the guidance of those who have not learned by sad experience:

## *If Type Used Is:*

Cheltenham Old Style

Cloister Bold

Devinne

Estienne

Garamond

Garamond

Granjon

Granjon

Modern Series

New Caslon

Old Style no. 1

Old Style no. 1

Old Style no. 7

Old Style no. 7

Original Old Style

Scotch

Baskerville

Antique no. 1

Up to 10 point

11 point and up

Up to 12 point

14 point and up

Up to 10 point

11 point and up

Up to 10 point

Over 10 point

From 6 to 11 point

11 point and up

From sizes up to 11 point

Over 11 point

## *Paper Should Be:*

Any Paper

Any Paper

Any Paper

Hard

Hard or Medium

Any Paper

Hard

Medium

Any Paper

Medium or Hard

Medium or Hard

Any Paper

Medium

Any Paper

Any Paper

Any Paper

Any Paper

Hard

Any Paper

Any Paper

Hard or Medium

Any Paper

Any Paper

Any Paper

At first sight we would question the lack of discrimination in papers used for the smaller sizes of Modern, Scotch and Bodoni on this list, but Stratford tells that the printing qualities of these faces can

be governed by control of the amount of ink used. Hair lines may thicken up, but if the type has open counters, a respectable printing job may be had. If anyone wants to take issue we will provide a battlefield.



For the past month and a half we have been one of a group of eight or nine who have spent Saturday afternoons in the composing room of the Stratford Press. The management has permitted all of us to use the cases of foundry types, to run the proof press and to learn the linotype machines, overlooking it when now and then one distributed letters in the wrong case or proofed a paragraph on the platen. There is a good-natured crew on hand to see that no one burns his fingers on a hot slug or wilts with vexation when a line will not justify—Fritz Peters, Fritz Amberger and Captain Ross of the submarine *Nautilus* who is also an authority on linotype machines. The privilege of attendance is extended to any production manager in a book publishing house, and the course is highly recommended.

We have heard so much talk about the alliance of architecture and bookmaking in their functions that it is interesting to turn to a book designed by an eminent architect. Frank Lloyd Wright has planned the format of his autobiography. The proportions of the book externally at least, are unusual and quite pleasant. The page is almost square— $7\frac{1}{8} \times 9$  inches. The type line is too long for our taste; it is set in 12 Granjon to a 36 pica measure. As the text paper is good and reasonably hard, we see no reason for printing the schematic charts within the book on coated paper. The preliminaries are set in sans-serif, as are the initials at the beginnings of chapters. The binding is of black cloth and the stamping, of red and gold, is laquered over, presumably to protect it from weather—a sound architectural idea.

A very arresting book from John Day is "Brown Women and White." Ordinarily colored inks are something we have no truck with, but here text and illustrations (by Amberger) are printed in a deep satisfactory brown ink on cream-colored paper. The book has brown end-sheets and brown stamping on a linen cloth binding, with, strangely enough, a green stain on the top. The title-page is a disappointment; we see the idea that was striven for—an attempt to cover the area facing the frontispiece with letters of an equal line weight, but the execution is inadequate.

Another book which commands attention is "Blood and Oil in the Orient" (Simon

and Schuster). The format of this book as the designer, Ernst Reichl, points out, salutes the machine age. The type is one rarely used in book work nowadays 10 point Antique. The whole impression is consistent, and hard as nails.

Now, at the height of the spring publishing season there are many books which deserve examination. There is the new



#### ON A POLITICIAN

*After Hearing the Whip-poor-will the Thousandth Time*

Loud laureate of nought, go play  
Thy steam-callope to frogs and 'fright 'em,  
Thou who hast never anything to say  
And sayest it with force *ad infinitum*.

71

#### Page from Louis Untermeyer's "Food and Drink"

Covici-Friede "Faust" which has a handsome red buckram binding stamped in black and gold. There is also the first publication of the Dartmouth College Manuscript Series called "Letters of Eleazer Wheelock's Indians." This book owes its substantial and quiet beauty to the binding with its bevelled boards, dark-red buckram and white head-banks and to a comely text page set in Baskerville. Vrest Orton of the Stephen Daye Press is typographical advisor to the press and is responsible for this volume. Charming in a more sprightly way is "Food and Drink" (Harcourt Brace and Co.). The illustrations, by George Plank, show a refreshingly new technique and one highly amenable to photo-engraving and the printing press.

## In and Out of the Corner Office

THE OLD FIRM of Little & Ives, now in its sixty-sixth year, announces the election on March 4th of the new President, Melville C. Bailey, who began work for the firm twenty-one years ago as office boy. This selection is in keeping with the established policy of the old firm of making promotions from the office staff or mechanical departments. The vacancy in the office of President occurred through the death last summer of Harold H. Jordan, and Mr. Bailey, who had for five years been Sales Manager, assumed the responsibility of leadership as Executive Vice President. Mr. Bailey is very well known in the booktrade as a result of his contacts as Sales Manager, and has been active in the organization work of the book manufacturing industry of New York City. ❀ ❀ ❀

Monroe Wheeler of Paris, partner in the private press enterprises of Harrison of Paris, is in New York completing arrangements with the firm's American representatives, Minton, Balch & Company, for the books of the fall. In spite of the fact that most private presses have thought it best to curtail their output severely, the Harrison items continue to find a steady market, and only one of the books of the past twelve months is still in print. The plans of the fall include a volume of French folk songs, freely translated into English, a book to be illustrated in color by one of the modern French artists. Then there is to be a typographical scrapbook containing a collection of literary or bookish anecdotes, each page of which is to be set in a distinctive and appropriate typographical form. The third book will be "The Lives of the Saints" as retold by Glenway Westcott. ❀ ❀ ❀



*Philip A. Frazier, Production Manager  
of W. B. Conkey Co.*

Philip A. Frazier, who has been associated with R. R. Donnelley & Sons since 1915, has joined the W. B. Conkey Co. as production manager. Mr. Frazier is a recognized authority on bindery production and has made a number of contributions to the development of greater efficiency in bindery operation. He is responsible for development of catalog wrapping machines, the McCain Side Sewing machine and other binding improvements. Mr. Frazier was born in Aurora, Illinois, and attended the University of Illinois. He was for several years connected with his father's manufacturing business before joining the Donnelley organization.

**K** FROM FOREST TO FINISHED BOOK  
*Quality book production at*  
**KINGSPORT PRESS INC**  
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*Sales Agencies—*  
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## A RENAISSANCE OF GOOD BOOKMAKING

IT is less than ten years since critics were lamenting the lost art of bookmaking. We were told on every hand that the physical format of trade books had sunk to a low level, and that publishers were overlooking the commercial value of good appearance of their products.

However true that may have been then, it is certainly not true today. We firmly believe that there has never been a time in the history of bookmaking when there was so much study being given to better book design. Each year's output of trade books shows an increasing appreciation of the finer points of type selection, spacing, leading, margins, and the consistent treatment of title page, chapter and running heads. Even the reader, educated by book-shows and limited editions, is coming to realize that a book can be pleasant to the eye as well as stimulating to the mind. Mergenthaler Linotype Company, Brooklyn, New York.



## The Book Clinic Holds a Show

THE BOOK CLINIC of the American Institute of Graphic Arts has completed plans for finishing the second year of its existence with an exhibition of work by its members. The show, which will be held at the New School for Social Research from April 15th to May 6th, will be non-competitive and will, it is expected, show an interesting cross section of last year's trade books—the problems they presented to their designers, and their solutions.

In the last two years the Clinic, under the leadership of Harry Gage, had approached the question of book therapy from a variety of angles. Each element and step in the making of a book has been subjected to scrutiny; post-mortems have been held, and two manuscripts, submitted as case studies to the Clinic have been converted into books.

Invitations to send books to the exhibition are being extended to all Clinic members. Each designer may submit up to ten trade books published in 1931 at less than five dollars retail price per volume. Each book is to be submitted with a sentence or two in explanation of the problem the designer had to solve. This explanation should be typewritten on a sheet of  $5\frac{1}{2} \times 8\frac{1}{2}$  and should contain the title and retail price of the book, the name of the publisher and of the designer. In submitting books the members of the Book Clinic are asked to exercise their own judgment and to indicate in numerical order which books they feel present the most interesting problems. Limitations of space and the attempt at equal representation of each designer submitting books may induce the committee to reduce the number of books shown according to this order. Books should be sent to The New School for Social Research, Attention of Ray Nash, 66 West 12 Street, New York City. Two copies of each book must be sent, one of which will be cut up for display purposes. Books must be in the hands of the committee by April 5th. Any further information about the show may be had from the members of the exhibition committee, which consists of Ernst Reichl, chairman John Benbow, Evelyn Harter, Milton Glick, Robert Josephy and Arthur Rushmore.

## Mergenthaler Announces Light-Weight Magazines

LINOTYPE LINOLITE magazines, twenty-two pounds lighter than brass magazines, are announced by the Mergenthaler Linotype Company. Linolite is a special alloy as durable and as satisfactory as brass in every respect, with the further advantage of extreme lightness for ease of handling.

The ninety-channel Linolite magazine is twenty-two pounds lighter than the same type brass magazine—but costs no more. The Linolite magazine, with a full font of 1,500 matrices, weighs no more than the empty brass magazine.

## Address on Printing Issued

"PRINTING SHOULD Be Invisible" an address given before the British Typographers' Guild by Mrs. Beatrice Warde, and reprinted in the Bookmaking Section of the *Publishers' Weekly* of May 2, 1931 has been issued in attractive pamphlet form by The Marchbanks Press, New York.

## WORTHY

offers two new papers of interest to makers of books.



Worthy Brochure in Laid, White and four colors, and Wove in Natural shade.



Aurelian, Old Ivory, in Laid 25x38-80, Deckle Edge; an effective background for the printed word.



Sample book and folder on request.

WORTHY PAPER COMPANY

MANUFACTURERS

West Springfield, Massachusetts

## A Note on Title-Pages

Will A. Dwiggins

*Reprinted from "Contemporary Title-Pages" Issued by the  
Mergenthaler Linotype Co.*

A TITLE-PAGE is about the only chance a trade-edition book gets to swing a little style. Under modern publishing conditions all the other features of a book have been ironed out—only that one page is allowed a bit of pin-money, wherein to buy ribbons and try to make itself beautiful.

Covers, for example... covers used to be outward manifestations of the grace to be expected within—but covers have been withdrawn from the public gaze—hidden under the greater splendor of the "jacket" (a utilitarian and temporary husk when it first arrived in the trade, but now the real glory of the book and its real outside). As for the "inwards," running textpages, etc.—they have to be contrived at such great speed and hustled out into the world with so little care taken for their grooming that they no longer matter to anybody. But a title-page still strikes the publisher as a feature that warrants a little attention.

It is not good for the book-art to have publishers concentrate on title-pages in this way, and let all other details go hang—but it is good for title-pages. (It saves wear and tear on the printer, too, because it reduces his typographical problems from seventeen to one.) Under the system we get some pretty fair title-pages. Here are ninety-nine specimens not too bad. None of them is a sample of inspired design, perhaps; but when you consider that most of them are rough-and-tumble, get-'em-out-quick products, you have to admit that the result is surprising. I like them—most of them—because they do not try to be clever—no painful straining after effect—simple, straight-forward, reasonable performances.

They show you that book-printing is still a conservative craft. They assure you that the pages beyond them will not try to jolt you into paying attention. You know that in these books the only "wide break from traditional style" will be a mild little change in the position of page-numbers, or

minor fiddling with a hair-line rule. It is pleasant in a way to find out that the "modernist" wave has not splashed over into the book-printing compartment. I am not sure that I want it to splash over—seeing what havoc it has played with the minor ranges of other applied arts. It is the counterfeit product that does the splashing, to be sure. *Imitation* "modern" is about the foulest "period" that the Devil has invented—so foul that a very small dose of it ruins your taste for the real brand. There is a real brand of "contemporary" design, an extremely potent daemon, as thoroughly alive and as much worth while as any influence that ever shaped the Arts. But the real brand got no chance to show what it was good for in the United States, because it was run out by counterfeits before it really began to function. See what it is doing in Denmark, Norway and Sweden, with glass and metal and concrete. . . .

A book is a package that ought not to shock you—visually. Other kinds of merchandise may be allowed to thrash about and hoot to attract your attention; but the work that *the insides* of a book is ordained to do has to be done quietly. The jackets may shriek if they want to—you can take them off. But a text-page that leaped and cavorted would be an abomination. The real brand of modern design may have formulas in reserve that will key up the reading of a book page—I do not know—but the keying-up will have to be accomplished without anyone being at all aware of it. . . .

And given quiet interiors the front doors require to be quiet too—in keeping with the conservative furnishings within. Title-pages used to be placards, hand-bills—pinned up on bulletin-boards and handed about to advertise the publication. They are not hand-bills now, they are formal public entrances. . . .

# "Typography by Robert S. Josephy"

## A One-Man Show

IN PRESENTING the work of Robert S. Josephy at the Advertising Club last week and this week, J. J. Little and Ives are promoting the first one-man show of a trade book designer in American typographic history. About sixty books are exhibited, out of the many hundreds which Mr. Josephy has planned in the last twelve years, representing the titles of at least twenty-five publishers. Seventeen of these have appeared in the annual Fifty Book Shows.

Mr. Josephy made his start in the publishing world with Alfred Knopf in 1920, helping with advertising, licking stamps and pinch-hitting in the stock room while the shipping boy attended the World's Series. He soon became engrossed in the problems of book planning, however, and in 1926 he decided to devote his entire attention to it as a free-lance designer. Already he had helped in the planning of the first Viking list, published in 1925.

His first regular customer in his enterprise proved to be Harold Vinal. For the poetry volumes of this house he set by hand a number of title-pages in two colors; many of these are in the present show.

The exhibition shows his flexibility. The new cover of *The Bookman* in 1929 was his; he had planned several inserts for *The Colophon*; when no suitable initial letters could be found for "The Two Spies" (Houghton Mifflin) he drew them himself. Keenly interested in the mechanics of printing, he was one of the first enthusiasts for the Knudsen process of offset lithography.

As a free-lance Mr. Josephy has served, among others, such houses as Harcourt Brace and Company, Houghton Mifflin Company, (the first free-lance designer ever employed by this house) Covici-Friede and Simon and Schuster. The books in the show have been printed by the following plants, in addition to J. J. Little and Ives: Knickerbocker Press, Douglas MacMurtrie, Inc., The Plimpton Press, Quinn and Boden, Riverside Press, The Vail Ballou Press.

One case at the exhibition is devoted to different treatments of chapter openings. A display of type jackets, largely for Harcourt, Brace and Company, is also shown.

A book soon to be published and one of the more striking displays in the show is "Conquistador" by Archibald MacLeish (Houghton Mifflin). The display line of the title-page is set in Ultra Bodoni and is printed in brick red; the author's name is in Bernhard Cursive; the binding cloth matches the color of the display line.

If asked his central ideas about typography, Mr. Josephy points out that most of the books in the show were produced in large plants, under mass production conditions. As chairman of the Book Paper Committee of the American Institute of Graphic Arts, he is one of the staunchest opponents of the high-bulking evil.

One case of the exhibit is reserved for books printed by Little and Ives but not designed by Mr. Josephy. These include three planned by T. Spencer Hutson.

### THE NORWOOD PRESS

NORWOOD - - MASSACHUSETTS

J. S. CUSHING COMPANY  
BERWICK & SMITH COMPANY  
C. B. FLEMING & CO., INC.  
NORWOOD PRESS LINOTYPE, INC.

*Book Manufacturers*

*Specialists for fifty years in  
the manufacture of fine books*

TYPESETTING ELECTROTYPING PRINTING BINDING

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luxe, Catalogues, Pamphlets,  
Reports, Programmes, Circulars,  
Bookplates, Stationery, &c.

712 Beacon St., Boston



## American Book Bindery Offers Printing Instruction

THE AMERICAN BOOK BINDERY-Stratford Press, Inc., in creating a class for practical study and experimenting with type, is filling a need that has not been entirely covered in New York by any of the various existing agencies endeavoring to dispense printing education. There exists in the manufacturing and art departments of publishing houses, a considerable group of people who have a very good theoretical knowledge of all the manufacturing processes connected with books, who have needed some practical knowledge of type-setting, impositions, presswork and binding. It was considerations of this sort, and the interest shown in the general make-up of books by the members of the Book Clinic, that prompted the American Book Bindery-Stratford Press, Inc. to invite all members of the Book Clinic who were connected with the art or manufacturing departments of publishing houses to join a class in typography offered by their firm.

The course is conducted under the general auspices of Sidney Satenstein. The instructor is Fritz Peters, who brings to this course a long and wide experience in composing room matters. His assistant, F. L. Amberger, besides acting as the staff designer of the American Book Bindery-Stratford Press, Inc., is a well-known designer and decorator of books.

The course is intended as entirely informal instruction, and students are at liberty to bring and execute their own problems immediately after the first rudiments of type-setting are mastered.

The group so far has taken up simple

composition of straight matter, the building in of all kinds of initials, and has now begun the setting of poetry. The course is intended to give instructions in all practical composing room operations. Discussions with practical black-board demonstrations are held whenever any of the students bring up a question of more than personal interest. The setting of complete type pages of either solid matter or title-pages will lead to the discussion of page margin and page sizes. Students will be shown how to lock up their pages for foundry as well as for presswork, and impositions will be taught up to 32-page forms. Another important phase will be the teaching of machine composition and its possibilities.

Mr. Satenstein has placed the equipment of his composing room entirely at the disposal of the students. The class holds its sessions every Saturday afternoon from 1:30 to 3:30 at the American Book Bindery-Stratford Press, Inc., 65 Varick Street. Anyone who is eligible for this class and desires to join, should write or 'phone Fritz Peters or Sidney Satenstein at Walker 5-7600.

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COMPLETE  
BOOK  
MANUFACTURERS  
NEW YORK**

# March Book Production

*Monthly Statistics of New Book Titles Compiled from the Weekly Record of the Publishers' Weekly Including the Books (Not Pamphlets) of All American Publishers*

CLASSIFICATION	March, 1932			Mar. 1931	3 mos. 1932	3 mos. 1931
	New Books	New Editions	Totals	Totals	Totals	Totals
Philosophy, Ethics .....	28	1	29	31	75	91
Religion, Theology .....	55	1	56	81	177	230
Sociology, Economics .....	49	2	51	58	151	131
Law .....	3	1	4	5	14	17
Education .....	20	5	25	19	71	64
Philology .....	17	8	25	22	46	58
Science .....	35	5	40	34	105	87
Technical Books .....	6	2	8	25	31	75
Medicine .....	22	2	24	30	59	81
Agriculture, Gardening .....	8	1	9	7	16	15
Domestic Economy .....	6	—	6	3	17	10
Business .....	5	2	7	24	28	55
Fine Arts .....	12	1	13	15	50	37
Music .....	9	6	15	3	22	23
Games, Sports .....	13	1	14	13	31	37
General Literature .....	31	5	36	43	98	124
Poetry, Drama .....	55	6	61	73	168	192
Fiction .....	146	33	179	173	575	596
Juvenile .....	26	3	29	49	70	130
History .....	34	2	36	32	107	120
Geography, Travel .....	23	16	39	36	95	82
Biography, Genealogy .....	67	3	70	74	179	174
Miscellaneous .....	5	—	5	3	15	13
Total .....	675	106	781	853	2200	2442

For March, 1931, the totals were:

New books .....	746	New editions .....	107	Totals .....	853
Decrease of .....	71	Decrease of .....	1	Decrease of .....	72

Totals for three months, 1932, show a decrease of 242 from totals of three months, 1931.

# The Weekly Record

*Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries*

SEVERAL of the season's important books of non-fiction, probably headed for the best seller class, are listed in this first Weekly Record of April. The well-known critic, Van Wyck Brooks, who studied the frustration of the American writer in "The Ordeal of Mark Twain" and "The Pilgrimage of Henry James," presents the more congenial portrait of an American at one with his time in "The Life of Emerson." Doubleday, Doran has just published what they say is their "biggest" non-fiction title for spring. It is "Behemoth: The Story of Power" by Eric Hodgins and F. Alexander Magoun, telling of the machines which make this age of power, and how they were evolved. "The Autobiography of Frank Lloyd Wright" is the life, both personal and professional, of one of our most distinguished architects, who has rebelled against convention in both. Another autobiography is that of Gertrude Ather-ton, noted American novelist, who tells the story of her interesting life with its many varied contacts. A book which may be featured along with a Washington Bicentennial display is a biography of Sir William Howe, Commander-in-Chief of the British Army in the Revolutionary War, in which Bellamy Partridge presents the interesting theory that Howe's failures and defeats were due primarily to his lack of sympathy with British policies. "Kamongo" by Homer W. Smith tells in semi-fictional form, a scientist's philosophy of life, occa-

sioned by his capture on a scientific expedition of specimens of the lung-fish, Kamongo, the fish that dies when put in water. "Meet the Japanese" is a timely travel volume by Henry A. Phillips. "Silver Strike," listed under Stoll, is an account of the great silver strike in the Coeur d'Alenes country of Idaho in 1883.

The first two parts of Goethe's "Faust" translated by George Madison Priest are published in a volume to be displayed for the celebration of the Goethe Centenary. Show the same customers who are interested in it the books on the art of writing listed under A. E., Larg, and Wolfe.

Books on amusements and hobbies are listed under Kerwin, "Expert Misbidding" (the Lenz-Culbertson match); Dolan, "The Word Game Book"; Gibson, "Houdini's Magic"; Ernst, "Houdini and Conan Doyle"; Hobbs, "How to Make Clipper Ship Models"; Cooke, "Cruising Chats." Some good new volumes on special subjects are Raushenbush, "The Power Fight"; "Harlan Miners Speak"; Meeker, "Short Selling"; Batigne, "The London Exposition of French Art"; Lewinson, "Race, Class and Party."

By an unfortunate error, Dr. Brooks' book, "Lee of Virginia," was referred to on this page in the March 19th issue as a biography of the President of the Southern Confederacy. General Lee was, of course, in command of the Confederate Army and not President of the Confederacy.

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., designate square, oblong, narrow.



# The Weekly Record of April 2, 1932

- A. E., pseud. [George William Russell]**  
Song and its fountains. 133p. D c. N. Y., Macmillan \$1.25  
The noted Irish poet writes on the making of poetry, and traces some of his best known poems back to their origins.
- Abbott, Eleanor Hallowell [Mrs. Fordyce Coburn]**  
The minister who kicked the cat. 302p. D '32, c. '22-'32 N. Y., Appleton \$2  
Short stories.
- Adams, Evelyn V. and Wilson, Howard C.**  
On the loose; a mystery farce in three acts. 147p. diagr. D [c. '32] Bost., Christopher Pub. House \$1.50
- Allison, John Maudgridge Snowden**  
Monsieur Thiers. 294p. (3p. bibl.) front. (por.) O [c. '32] N. Y., Norton buck., \$3  
The first biography in English of a leading statesman of 19th century France. The author is professor of history in Yale University.
- Atherton, Mrs. Gertrude Franklin Horn**  
Adventures of a novelist. 598p. il. O [c. '32] N. Y., Liveright \$4  
The autobiography of Gertrude Atherton, who has written 37 books in 40 years.
- Baker, Robert H.**  
The universe unfolding [astronomy]. 150p. S '32 Balt., Williams & Wilkins \$1
- Balzac, Honoré de**  
The droll stories of Honoré de Balzac; il. by Steele Savage. 564p. O [c. '32] N. Y., Blue Ribbon B'ks. \$1
- Batigne, Claire**  
The London Exhibition of French Art, 1200-1900. 47p. il. (col. front.) O c. N. Y., Knopf bds., \$3  
A description of the Exhibition and 24 plates reproducing some of the pictures.
- Beck, Henry Charlton**  
Cakes to kill; a mystery novel. 317p. D (Dutton clue mystery) [c. '32] N. Y., Dutton \$2  
A mystery in ecclesiastical circles hinging upon a dispute between High Church and Low Church factions.
- Becker, Mrs. May Lamberton, ed.**  
Under twenty. 357p. il. O [c. '32] N. Y., Harcourt \$2.50  
Stories, by popular authors, for girls under twenty.
- Bierce, Ambrose**  
Battlefields and ghosts; lim., numbered ed. 34p. front. (por.) O '32 San Francisco, Windsor Press \$5
- Blankner, Fredericka**  
All my youth; a book of poems. 86p. D c. N. Y., Brentano's \$2  
Poems, many of them inspired by Italy, by a member of the Faculty of Vassar College.
- Blue ribbon orations; a collection of prize-winning orations written by students of American colleges and universities.** 120p. D c. '31 Franklin, O., Eldridge Entertainment House \$1.50
- Boas, Franz**  
Anthropology and modern life; new and rev. ed. 255p. (9p. bibl. notes) O [c. '28, '32] N. Y., Norton \$3
- Briggs, Lloyd Vernon**  
California and the West, 1881, and later. 228p. il. O '31 [Bost., Author, 64 Beacon St.] \$3.50
- Brooks, Van Wyck**  
The life of Emerson. 315p. O [c. '32] N. Y., Dutton \$3  
The portrait of a great American at one with his time, by the author of "The Ordeal of Mark Twain" and "The Pilgrimage of Henry James."
- Buchan, Alice**  
The vale of Maenalus; a novel. 265p. D '32 N. Y., Appleton \$2  
This story of an egotist, a philandering young English playwright, and the woman he loved is laid in Paris and London.
- Builders of American medicine; being a collection of original papers read before the Victor C. Vaughan Society of the University of Michigan Medical School.** 250p. il. (pors.) O c. Ann Arbor, Mich., Geo. Wahr \$2
- Burgess, Mrs. Nellie V.**  
A trail of everyday living; a manual for junior groups in vacation church schools. 283p. il., diagrs. O c. Phil., Presby. B'd. of Christian Educ. \$1.75
- Carneal, Georgette**  
The great day. 460p. D [c. '32] N. Y., Liveright \$2.50  
A story of newspaper life and people connected with it, all of them enduring their everyday existences to earn money for the great day when they can break away to what they really want to do.
- Arey Grace, and Brooks, Hazel**  
Shoes. 14p. (bibl.) O (Teachers' lesson unit ser., no. 29) [c. '32] N. Y., Teachers Coll., Columbia Univ. pap., 25 c.
- Boone, Harriet Otis, comp.**  
Index-key to the texts of the annual reports of the Massachusetts insurance commissioners, 1855-1930; with supplementary historical data. 140p. il. O '31 Allston, Mass., Compiler, Box 86 \$3
- Burling, Beverly Burdette, and Lauerman, James H.**  
Loose-leaf shop manual, light and power wiring; a manual for technical high schools, trade schools, and evening schools in applied electricity; 5th ed., rev. 160p. il., diagrs. Q (Burling vocational ser.) [c. '31] Milwaukee, Bruce Pub. Co. pap., \$1.25
- Cantril, Hadley**  
General and specific attitudes. 116p. (2p. bibl.) O (Psychological monographs, v. 42, no. 5) '32 Princeton, N. J. Psychological Review Co. pap., apply
- Carlton, Henry Fisk**  
A spy for General Washington; ed. by Claire T. Zyve. 37p. O (Dramatic hours in hist.) [c. '32] N. Y., Teachers Coll., Columbia Univ. pap., 35 c.
- Washington crossing the Delaware; ed. by Claire T. Zyve. 35p. O (Dramatic hours in hist.) [c. '32] N. Y., Teachers Coll., Columbia Univ. pap., 35 c.

April 2, 1932

**Carson, William G. B.**

The theatre on the frontier; the early years of the St. Louis stage. 372p. (4p. bibl.) il. O [c.'32] Chic., Univ. of Chic. Press \$5  
A history of the theater in St. Louis from 1815 to 1839.

**Castelló, Julio Martinez**

Theory of fencing; foil, sabre, duelling sword. 150p. il. S [c.'31] [N. Y., Author, 70 W. 109th St.] \$2

**Chambers, Robert William**

Whistling Cat. 395p. D '32, c.'31, '32 N. Y., Appleton \$2.50  
An historical romance, the background of which is the field telegraph service of the Civil War.

**Clapp, George H.**

The United States cents of the years 1798-1799. 64p. il. Q '31 Sewickley, Pa., Author \$7

**Clute, Willard Nelson**

Swamp and dune; a study in plant distribution. 106p. il., map O '31 Ind., W. N. Clute & Co. \$1.50

**Collins, Archie Frederick**

How to understand chemistry; being a simple, clear and concise explanation of the principles and laws of chemistry. 333p. diags. D c. N. Y., Appleton \$2

**Collodi, C., pseud. [Carlo Lorenzini]**

Avventure di Pinocchio; ed. by Emilio Goggio; il. by Kurt Wiese. 203p. D (Heath's modern lang. ser.) [c.'32] Bost., Heath \$1.12

**Cooke, Francis B.**

Cruising chats. 255p. il., diags. O [n.d.] N. Y., Longmans \$4  
Essays on boats and cruising.

**Cooper, James Fenimore**

Cooper's The last of the Mohicans; ed. by Clifford T. Crowther. 646p. (bibl.) il., maps S (Golden key ser.) [c.'32] Bost., Heath 96 c.

**Cowan, Luther F., and Skinner, Blanche**

The standard speller; 2nd bk. 171p. O [c.'31] [Denver, Authors, 2112 S. Logan St.] 60 c.

**Craig, Asa Hollister and Gunnison, Binney, comps.**

Pieces for prize speaking contests; enl. ed. 447p. D [c.'31] N. Y., Noble & Noble \$2

**Crampton, Henry Edward**

The coming and evolution of life; how living things have come to be as they are [biol-

ogy]. 110p. il. O (Univ. ser. v. 6) [c.'31] N. Y., University Soc., 468 4th Ave. subscription

**Cronin, Archibald Joseph**

Three loves. 559p. O c. Bost., Little, Brown \$2.50

The story of Lucy Moore and her three loves, her husband, her son, and her God, is more universal, less grim, than the author's first novel, "Hatter's Castle."

**Curtis, Francis Seymour**

Glowing embers [verse and essays]. 79p. D [c.'32] Bost., Christopher Pub. House \$1.50

**Darling, Charles R.**

Modern domestic scientific appliances, with special regard to efficiency, economy and correct method of use. 168p. il. D '32 N. Y., Spon & Chamberlain \$1.50

**De Giuli, Italdo**

Submarine telegraphy; a practical manual; tr. by J. J. McKichan. 235p. il., diags. O '32 [N. Y.] Pitman \$5

**Dolan, Peter A.**

The word game book. 222p. D c. N. Y., Simon & Schuster \$1.25  
The latest parlor game craze.

**Douglas, Norman**

Paneros; lim. ed. [history of aphrodisiacs]. 120p. il. O '32 N. Y., McBride vellum, \$5, bxd.

**Dunn, Leslie Clarence**

Heredity and variation; continuity and change in the living world [genetics]. 126p. (bibl.) il., diags. O (Univ. ser. v. 7) [c.'32] N. Y., University Soc., 468 4th Ave. subscription

**Ellsworth, Lincoln**

Search; foreword by Gilbert H. Grosvenor. 211p. il., maps O c. N. Y., Brewer \$4  
The story of an American explorer's adventurous life.

**Ernst, Bernard M. L. and Carrington, Hereward**

Houdini and Conan Doyle; the story of a strange friendship. 249p. front. (pors.) O [c.'32] N. Y., Boni \$3

Conan Doyle was devoted to the cause of spiritualism, Houdini spent the last years of his life in a crusade against mediums, yet they were close friends. Here is an account of that friendship, based upon their correspondence.

**Carson, William Joseph**

Savings and employee savings plans in Philadelphia; an analysis of savings and types of plans to encourage savings and thrift among employees of industrial firms in Philadelphia. 123p. (bibl.) diags. O (Research studies, 17) c. Phil., Univ. of Pa. Press \$1.50

**Clippinger, D. A.**

Sight-singing; based on rhythmic, melodic, harmonic ear training. 64p. Q [c.'31] Chic., H. T. FitzSimons Co. pap., \$1

**Cole, Dana Finley**

Beginning accounting: a textbook for beginners. 212p. diags. D [c.'31] Lincoln, Nebr., Univ. Pub. Co. pap., \$2

**Connor, Ruth**

The scholastic behavior of a selected group of undergraduate home economics students. 80p. (2p. bibl.) O (Contribs. to educ., no. 497) '31 c. N. Y., Teachers Coll., Columbia Univ. \$1.50

**Dakin, Florence**

Simplified nursing; 3rd ed., rev. 517p. (bibl.) il., diags. O (Lippincott's nursing manuals) [c.'31] Phil., Lippincott \$3

**Davies, W. C.**

Market classes and grades of yearling beef. 26p. O (U. S. Dept. of Agri. circular no. 208) '32 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., 20 c.

**Essary, Jesse Frederick, and Essary, Helen**  
Washington sketch book. 136p. il. S  
[c.'32] Wash., D. C., Ransdell, Inc. \$1  
A guide to the public buildings, memorials and  
other places of interest in the nation's capital.

**Eubank, Earle Edward**

The concepts of sociology; a treatise pre-  
sented a suggested organization of sociologi-  
cal theory in terms of its major concepts.  
587p. (bibls.) diagrs. O (Social relations  
ser.) [c.'32] Bost., Heath \$4.80  
By a professor of sociology at the University of  
Cincinnati.

**Evans, Gwyn**

The Homicide Club. 287p. D c. N. Y.,  
Dial Press \$2  
Bill Kellaway, a bored millionaire, becomes the fifth  
member of the Homicide Club unaware that each of  
the others has sworn to commit the perfect crime.

**Everyman's encyclopaedia** [supplementary v.],  
World atlas and index of maps. 403p.  
maps (col.) D [31, '32] N. Y., Dutton \$3

**Ferber, Nat Joseph**

Women are devils. 332p. D [c.'32] N. Y.,  
Farrar & Rinehart \$2.50  
A story of wholesale murder by women, carried on  
through four decades, in a small Hungarian town.  
The author based his novel upon actual facts.

**Fisher, Harriet Irene, Mrs. Harry T. Fisher**

Hasty hikes through historic haunts; a  
story of foreign travel. 173p. il., maps D  
[c.'31] N. Y., Loizeaux Bros., 19 W. 21st  
St. \$1.25

**Fiske, George Walter**

In a college chapel; occasional chapel talks  
at Oberlin College. 136p. D c. N. Y.,  
Harper \$1.25

**Fitz-Gerald, John Driscoll and Taylor, Pauline**

Todd memorial volumes; philological  
studies; vs. 1 and 2. 240p.; 272p. (bibls. and  
bibl. footnotes) front. (por.) O [32] N. Y.,  
Columbia Univ. Press \$10

Studies by his colleagues and former pupils in honor  
of Henry Alfred Todd, Professor of Romance  
Philology at Columbia University from 1893 until his  
death at the end of 1924.

**Freud, Sigmund**

Leonardo da Vinci; a psychosexual study  
of an infantile reminiscence; tr. by A. A.  
Brill; new and rev. ed. 138p. il. O '32  
N. Y., Dodd, Mead \$3

**Gager, Charles Stuart**

The plant world; plant life of our earth  
[botany]. 144p. (bibl.) il. O (Univ. ser.  
v. 3) [c.'31] N. Y., University Soc., 468  
4th Ave. subscription

**Geographical handbook of the counties, cities  
and principal towns of the United States, A.**  
175p. Q [c.'32] Chic., Rand, McNally \$5

**George, Llewellyn**

Powerful planets, astrologically considered  
(2nd ed.). 233p. T [c.'31] [Los Angeles,  
Llewellyn Pub. Co., 8921 Nat'l. Blvd.]  
fab. \$1.50, bxd.; pap., \$1

**Gibson, Walter Brown**

Houdini's magic; prepared from Houdini's  
private notebooks and memoranda with the  
assistance of Beatrice Houdini, widow of  
Houdini, and Bernard M. L. Ernst, President  
of the Parent Assembly of the Society of  
American Magicians. 327p. il., diagrs. O  
[c.'32] N. Y., Harcourt \$3  
Hundreds of tricks explained.

**Gignilliat, George Warren, jr.**

The author of Sandford and Merton; a life  
of Thomas Day, Esq. 361p. (5p. bibl.) D  
(Columbia Univ. studies in English and com-  
parative lit.) c. N. Y., Columbia Univ.  
Press \$3.25

**Goethe, Johann Wolfgang von**

Faust; pts. 1 and 2; tr. by George Madison  
Priest; [centenary ed.]. 457p. (2p. bibl.) O  
[c.'32] N. Y., Covici, Friede  
buck., \$5; lim., signed ed., \$15

Faust; tr. by Alice Raphael; ed. by Carl F.  
Schreiber; il. by René Clarke; numbered,  
signed ed. 160p. il. (col.) F '32 N. Y.,  
Lim. Eds. Club bds., \$10, to members

**Goodell, Charles Le Roy**

Prayers of Sabbath reveries. 96p. D  
[c.'31] N. Y., Knickerbocker Press  
\$1.25, priv. pr.

**Grey, Doria**

God loves a dumbbell; il. by the author.  
184p. D [c.'32] N. Y., Pegasus Pub. Co.,  
45 W. 45th St. \$2  
The diary of a girl who wanted to go on the stage.

**Hall, Samuel H.**

Scripture studies. 199p. D '31 Nashville,  
Gospel Advocate Co. \$1.25; pap., \$1

**Hare, Lloyd C. M.**

Thomas Mayhew, patriarch to the Indians  
(1593-1682). 243p. (bibl. note) il., maps Q  
'32, c.'31, '32 N. Y., Appleton \$4  
The life of the Colonial governor and chief magis-  
trate of Martha's Vineyard Island.

**Foresman, Robert**

Sixth book of songs. 304p. O (B'ks. of songs.  
[c.'32] N. Y., Amer. B'k. \$1

**Fulton, William R.**

Comprehensive guidebook and manual for com-  
munity civics. 82p., maps, diagrs. O '32 Oklahoma  
City, Harlow Pub. Co. pap., 50 c.

**Gibbs, Margaret Truesdale**

We create a history room. 11p. (bibl.) O (Teachers'  
lesson unit ser., no. 23) [c.'31] N. Y., Teachers  
Coll., Columbia Univ. pap., 20 c.

**Hager, Walter E.**

The quest for vocational adjustment in the profes-  
sion of education. 95p. (2p. bibl.) O (Contribs. to

educ., no. 491) '31, c. '32 N. Y., Teachers Coll., Co-  
lumbia Univ. \$1.50

**Heller, Julia Black**

"Some of her writings"; verses, letters, stories;  
ed. by Victoria Rich Heller. 208p. il. D '31 c. Rich-  
mond, Va., Lewis Pr. Co., 1110 Cary St. pap., \$1

**Henderson, John C., and Orsatti, L. A.**

Official miniature aircraft instruction manual. 94p.  
il., diagrs. D [c.'31] [Los Angeles, Times-Mirror  
Press] pap., 50 c.

**Jameson, Gladys V., comp.**

The school glee club; standard classics and folk  
music in easy arrangements for male voices. 61p.  
O c.'32 Chic., Clayton F. Summy Co. pap., 75 c.



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**Harlan miners speak;** report on terrorism in the Kentucky coal fields prepared by members of the National Committee for the Defense of Political Prisoners. 360p. D [c.'32] N. Y., Harcourt \$2

The testimony of the miners themselves and accounts of life in Harlan by some well-known writers, including Theodore Dreiser, Sherwood Anderson and John Dos Passos.

**Hawthorne, Hildegard [Mrs. John Milton Oskison]**

**Riders of the Royal Road;** a tale of the Camino Real. 276p. il. D c. N. Y., Appleton \$2

An exciting tale for young readers about life in the old California of Spanish and Indian civilization.

**Herbst, Rev. Winfrid**

**Holy Mass;** an explanation of the spiritual and doctrinal meaning of the Mass and its ceremonies. 256p. il. D c. N. Y., Benziger \$1

**Hobbs, Edward W.**

**How to make clipper ship models.** 230p. (bibl.) il., diagrs. O '31 Bost., C. E. Lauriat \$3.50

**Hodgins, Eric and Magoun, Frederick Alexander**

**Behemoth;** the story of power. 372p. il., diagrs. O c. Garden City, N. Y., Doubleday \$3.50

A history of inventions and discoveries which have made possible this machine age, with sidelights on the personalities of the men who developed and made them.

**Hodgkin, Henry Theodore, ed.**

**Seeing ourselves through Russia;** a book for private and group study. 117p. (2p. bibl.) S (Pendle Hill pubn's. no. 1) c. N. Y., Long & Smith \$1.25

A study of the Russian experiment in its relation to the solution of American and English problems. The first publication from the graduate school Pendle Hill that was founded in 1930.

**Hodson, Geoffrey**

**The science of seership.** 224p. diagrs. O [n.d.] Phil., McKay \$3

A study of the faculty of clairvoyance, its development and use, together with examples of clairvoyant research.

**Hollister, Mrs. Mary Brewster**

**Lady Fourth Daughter of China [missions].** 237p. (bibl.) il., map D '32 N. Cambridge, Mass., Central Committee on United Study of Foreign Missions bds., 75 c.; pap., 50 c.

**Hone, J. M., and Rossi, M. M.**

**Bishop Berkeley;** his life, writings and philosophy. 315p. il. O '32 N. Y., Macmillan \$4

**Hubbell, George Shelton**

**A concordance to the poems of Ralph Waldo Emerson.** 488p. O '32 N. Y., H. W. Wilson \$6

**Javits, Benjamin A.**

**Business and the public interest;** trade associations, the anti-trust laws and industrial planning. 323p. (bibl. notes) O c. N. Y., Macmillan \$2.50

A new plan for industrial cooperation to eliminate over-production and its attendant evils. The proposal is to amend anti-trust laws so as to legalize trade associations in each industry which would control output.

**Johnson, Overton, and Winter, William H.**

**Route across the Rocky Mountains;** reprinted, with preface and notes by Carl L. Cannon, from the ed. of 1846. 218p. il. O (Narratives of the trans-Mississippi frontier) c. Princeton, N. J., Princeton \$3

One of the first volumes in a new series to include reprints of western Americana. See also *Robinson, Villard and Ware*.

**Kerwin, Mrs. Madeleine, and Herts, B. Russell**

**Expert misbidding.** 140p. D c. N. Y., Covici, Friede \$1

An analysis of 130 of the hands played in the recent Culbertson-Lenz contract bridge match, showing how badly the experts bid and how they failed to follow the bidding systems they advocated.

**Lange-Eichbaum, Wilhelm**

**The problem of genius;** tr. by Eden and Cedar Paul. 206p. diagrs. O '32 N. Y., Macmillan \$3

**Larg, David Glass**

**André Maurois.** 252p. (7p. bibl.) D (Modern writers ser.) '32 N. Y., Oxford \$1.50

A study of the popular contemporary French biographer.

**Levy, Benn Wolf**

**Springtime for Henry;** a farce in three acts. 110p. D c. N. Y., S. French \$2

Now playing on Broadway.

**Lewinson, Paul**

**Race, class, and party.** 312p. (9p. bibl.) front. O c. N. Y., Oxford \$3.75

A history of Negro suffrage and white politics in the South.

**Lindlahr, Henry, M.D.**

**The practice of nature cure;** 27th ed., rev. and ed. by Victor H. Lindlahr. 226p. diagr. D [c.'31] N. Y., Nature Cure Lib., 1480 B'way. \$1

**Logan, Guy B. H.**

**Great murder mysteries.** 288p. il. O [n.d.] N. Y., Duffield & Green \$2.50

Stories of some famous murder mysteries that occurred in England and in this country.

**Jensen, Harold Rupert**

**The chemistry, flavouring and manufacture of chocolate confectionery and cocoa.** 422p. il. O '31 Phil., Blakiston's \$7.50

**Job, Leonard Bliss, and others**

**The school clerk and his records (handbook for Part II of the uniform school accounting system)** 86p. O [c.'31] Bloomington, Ill., Public School Pub. Co. flex. cl., \$1.25

**King, Alicia C.**

**The Hopi Indians.** 13p. (bibl.) O (Teachers' lesson unit ser., no. 33) [c.'32] N. Y., Teachers Coll., Columbia Univ. pap., 20 c.

**Kroeber, A. L.**

**The Patwin and their neighbors.** 172p. (bibl. foot-notes) maps, diagrs. Q (Univ. of Cal. pub'ns. in archaeology and ethnology, v. 29, no. 4) '32 Berkeley, Cal., Univ. of Cal. Press pap., \$1.60

**Lawrence, Lillie M., and Raynor, Nina F.**

**Workbook for first year Latin.** 179p. O [c.'32] N. Y., Amer. B'k. pap., 44 c.

**Lincicome, Rev. F.**

**Behold the Man!** 30p. front. (por.) S [c.'32] Chic., Light & Life Press pap., 20 c.  
**A lot in Sodom [sermon].** 34p. S [c.'32] Chic., Light & Life Press pap., apply

- Lovitt, William Vernon and Holtzclaw, Henry Fuller**  
The mathematics of business; 2nd ed. 292p. O '32 N. Y., Appleton \$3
- Ludwig, Otto**  
Die Heitereithei; ed. by J. F. L. Raschen. 301p. il. D '32 N. Y., Prentice-Hall \$1.85
- Lull, Richard Swann**  
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## Old and Rare Books

Frederick M. Hopkins

FROM JACKSONVILLE, Florida, we have received a letter stating a copy of the first edition of Poe's "Tamerlane" in the original wrappers had just been discovered in a fine state of preservation and has been offered for sale at a remarkably low price, considering its previous records. From Birmingham, Alabama, comes another letter in which the writer says: "I have just held a "Tamerlane" in my hand and would like to know whether or not it is an original, or a facsimile. In appearance it looks like the original, is paper bound, 40 pages, the only doubtful point is that the original was bound in pink paper and this is yellowish—it may have faded to a yellow color, but the copy is perfect and looks as if it had just come off the press. The book was found in an old desk, stored away with slave ownership papers before the civil war." An excellent facsimile of Poe's

"Tamerlane," the first edition in wrappers, was printed in England about a year ago, and in recent months we have received a number of inquiries similar to those from Jacksonville and Birmingham. When this facsimile was printed we remarked that it was likely to cause confusion and trouble, and undoubtedly it is doing so now. When such letters are received the presumption will be that the new discovery is a facsimile. In most cases the presumption will be correct. But the only safe procedure is to have these newly-discovered "Tamerlanes" passed on by a person who knows a facsimile when he sees it. We would not want to be responsible for passing on the genuineness of a first edition of "Tamerlane" without seeing it, and if the owner is reasonably certain that his copy is a first, we would not advise him to send it through the mails for an opinion.

KIRKHAM'S "GRAMMAR," which Abraham Lincoln mastered and about which is woven his youthful romance with Ann Rutledge, has now come into the possession of the Library of Congress, according to an announcement just made by Frederick W. Ashley, chief assistant librarian. In announcing the acquisition of this most interesting association item, Mr. Ashley said: "In 1831, Lincoln, then twenty-two years old, coming back to the village of New Salem, Ill., from his early trip to New Orleans, began clerking in Denton Offut's little general store. While working with Offut, Lincoln's mind turned in the direction of English grammar. Consulting Mentor Graham, the schoolmaster, and learning from him the whereabouts of a vagrant Kirkham's 'Grammar,' he set off at once and soon returned after a walk of a dozen miles with the coveted prize. He devoted himself to the new study with that intense application which remained his most valuable faculty, and soon learned all that he could know about it from the rules." At this time Lincoln was boarding with James Rutledge, father of Ann Rutledge, who was preparing to enter the girl's academy at Jacksonville. Ann and Abraham shared their books together, and the latter wrote on the title-page: "Ann M. Rutledge is now learning 'Grammar.'" This volume passed into the hands of the Rutledges, and later into the possession of Jane Hammond, and is now on view in the same case in the Library of Congress that contains the Lincoln family Bible in which the record of his marriage and the birth of his children are inscribed.

THE PRINT collection of the late Rev. Vedder Van Dyke, with additions, consisting mainly of Currier & Ives lithographs, sold on March 10, at the Ritter-Hopson Galleries, in this city, comprising 191 lots brought \$5,922.50. "A New England Winter Scene," brought \$175; "Union Prisoners at Salisbury, N. C.," \$320; "The Pursuit," \$240; "The Last War-Whoop," \$225. Items of historical interest seem to be in most demand.

SELECTIONS FROM the library of a Wisconsin collector, with additions, were sold by the Chicago Book & Art Auctions, Inc., on March 15 and 16. There was a sprinkling of first editions of American authors

scattered through the 438 lots. A few representative items and the prices realized were as follows: Bellamy's "Looking Backward," original wrappers, 1888, \$30; Cable's "Old Creole Days," 1879, \$19; Clemens's "Tom Sawyer," 1876, \$400; same author, "The Celebrated Jumping Frog," 1867, \$140; Hawthorne's "Twice Told Tales," 1837, \$165; same author, "The Gentle Boy," 1839, \$65; Howell's "Silas Lapham," 1885, \$35; Lowell's "A Fable for Critics," \$160; Frank Norris's "McTeague," 1899, \$52.50; and Tarkington's "The Gentleman from Indiana," 1899, \$21.

A RARE AZTEC codex, or manuscript, of the period immediately following the conquest of Mexico by Cortez, has been acquired from a private owner in New York by Tulane University, Dr. Franz Blom has just advised the Mexican Government. Dr. Blom has worked in the Mexican archaeology field for thirteen years and has just visited Mexico City to announce his discovery. The manuscript is now being deciphered, and is believed to be a chronicle of Aztec knights and princes. It is 12 feet 5 inches long and 9 feet wide, and the codex is drawn on pliable deer skin. It was owned by a New York woman whose name was not revealed. How it got out of Mexico, and where it has been for four centuries is not explained.

A COLLECTION of more than 2,700 bookplates from the collection of J. M. Andreini, and nearly 600 bookplates by Continental artists, the gift of Dr. H. T. Radin, have added materially to the ex libris collection of the New York Public Library.

THE BOOKSELLER who has added prints to his book stock will welcome the new volume from Frank Weitenkampf published by Scribner and uniform with "How to Appreciate Prints" by the same author. The new volume is entitled "The Quest of the Print." Some of the chapters are "Why Collect," "What to Collect," "Specialties," "States," "Frauds."

### Auction Calendar

Tuesday and Wednesday evenings, April 5th and 6th, at 8 o'clock. Selections from the library of Scott Cunningham with additions. (Items 467.) Chicago Books and Art Auctions, Inc., 410 South Michigan Ave., Chicago, Ill.

# The Weekly Book Exchange

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American Journal of Sociology. Vol. 33, nos. 4, 5; Vol. 34 comp.; Vol. 35, nos. 1-4; Vol. 36, nos. 3-6, with title-index.  
Bibliographie Hispanique. 1911.  
The Nation. N. Y. Vols. 1 to 9, 59 to 80, or larger run out of these vols.  
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New Websterian Dictionary. Sundicate. 1912.  
Peder Victorious. 1st ed.  
Perry, N. *Poet in Exile.*  
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Randall, E. G. *Future of Man.*  
Second Interim Report of Gold Delegation of  
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Badger. 1918.  
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Psychological Review. Vol. 36, no. 1, January,  
1929, no. 2, March, 1929, no. 3, May, 1929;  
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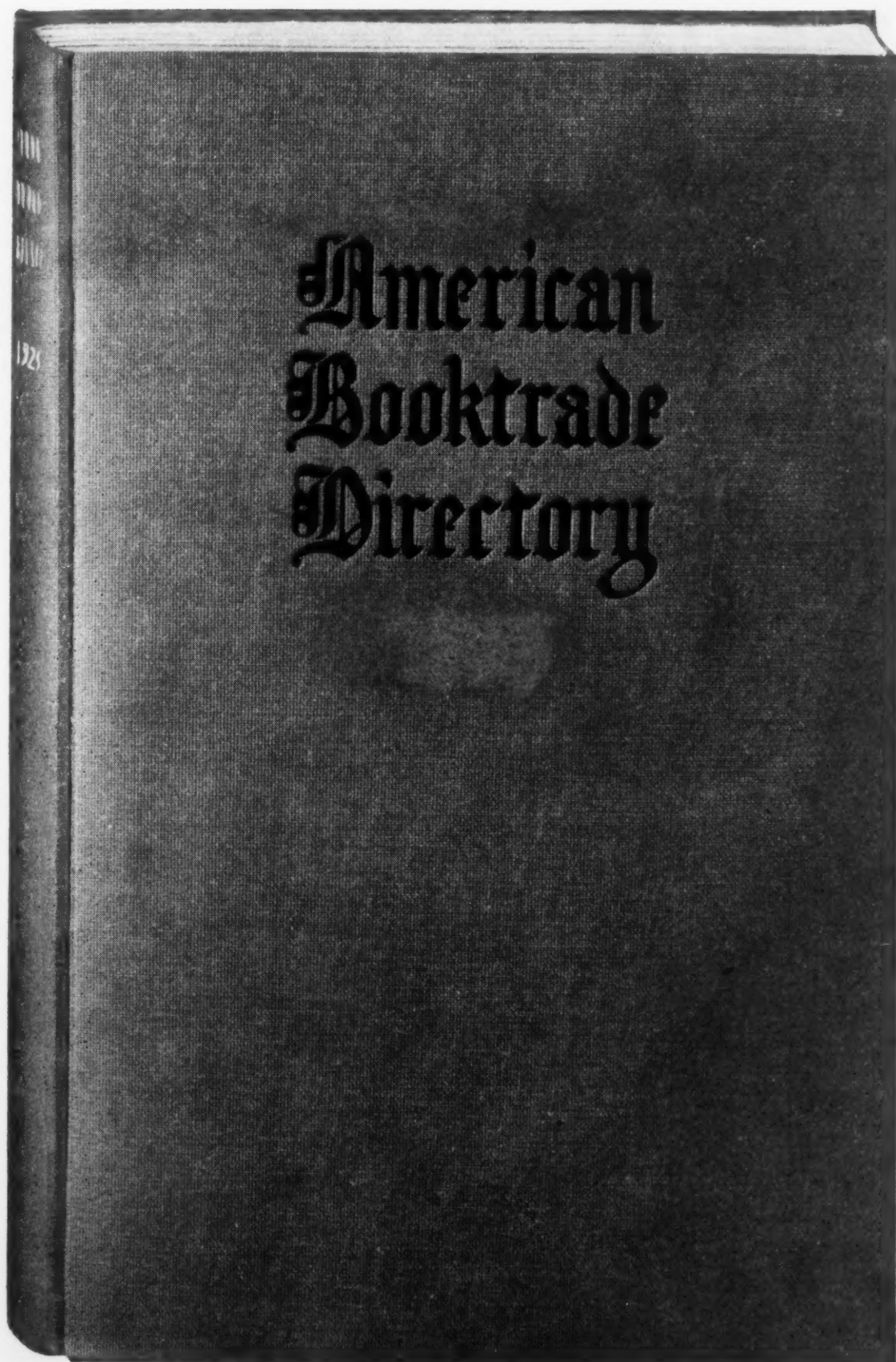
## Forthcoming Issues

✻ ✻ ✻ In this issue three booksellers have written replies to the several publishers who have argued in the *Weekly* recently that the non-fiction reprint cuts into the sale of the regular stock of non-fiction and backlist books. The booksellers who write for this issue that reprints have helped their business are Ralph Henry of Carson Pirie Scott, Chicago; Marion Dodd of the Hampshire Book Shop, Northampton, Mass.; and Charles Jackson of Burrows Brothers, Cleveland. In next week's issue, we shall continue this discussion. Eugene Sommer of the Sather Gate Bookshop in Berkeley, Cal., contends that the dollar books are not a drawing card any more, that you will find them in any corner

drug store. John Kidd of Stewart Kidd, Cincinnati, writes us to the same effect. "I am heartily in accord with what Mr. Norton says in his article of March 19th," he writes, "and it seems to me if more publishers took the same attitude we would all be much better off." Other booksellers, who have written us on the subject are Elise Noyes of the Stamford Book Shop, Conn., Ken McCormick of the Doubleday Broad Street Station Bookshop in Philadelphia, Geraldine Gordon of the Hathaway House Bookshop, Wellesley, Mass., and Ernest F. Ayres of Ayres Book Shop, Boise, Idaho. We hope that other publishers and booksellers, who are interested in the discussion, will send us their views.



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# PRIVATE BOOK COLLECTORS 1931

This is the seventh printing of the list of PRIVATE BOOK COLLECTORS which is issued at three-year intervals. It has undergone numerous changes since 1928. The canvass shows the dropping of 241 addresses due to death, those no longer interested in buying books, and some names of collectors reported unworthy of credit.

In addition to these deletions, several hundred names that appeared in the list of 1928 were dropped, for the reason that no response was received to any of the three communications in sealed envelopes, mailed at intervals during the past six months. The number of *changes of address* is over two hundred.

The new list, however, is enriched by the addition of 450 *new names of book-buyers with hobbies*, all eager to be in touch with current catalogs of old and rare items, and with publishers' announcements of limited and special editions of works that appeal to the collector. There are all-told about 2,000 addresses, with an index to the "hobbies" of each collector.

An edition of only 450 copies has been printed. *Order promptly to secure a copy.* Price, \$15.00, net.

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